OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FOUNDED BY GEORGE H. PATTERSON

EDITED BY
EVAN JOHNSON

FEBRUARY, 1915

WITH THE KEY ON THE COVER

J. T. ARMBRUST

The Real Danger of Chain Stores to You

Is there a store in your city belonging to a national or local chain of stores?

Pretty successful, isn't it — pretty hard competition? Do you know why? Here's the secret.

The General Management, located perhaps 1000 miles away, has an uncanny knowledge about what is going on in that store.

It knows to a penny the profit on its sales, the relative profit on different lines, actual cost of doing business, the efficiency of each salesman. It compares daily and weekly sales and profits with those of one, two and three years back.

Do you know as much as that about your store? Don't you suspect, without locating them, the existence of a dozen leaks that are draining good life out of your business?

If your bookkeeper could give you—without increasing expenses —the daily information which is the basis of chain store success—wouldn't you value such service?

Your bookkeeper can do just that—with a modern mechanical equipment.

Modern, mechanical equipment —does that sound rather pretentious for a retail store? How about your telephone, cash register, computing scales, electric lights?

All your bookkeeper needs is the means of handling figures quickly, automatically and accurately. A Burroughs Adding Machine, designed especially for retail stores, supplies that means. We can then suggest a few simple methods which will lift you into the new order of retailers—the merchants who ***know*** their business.

Our book, "Stopping Store Leaks," which we will gladly send free, gets at this whole subject in detail. It's too valuable a book for any merchant to put off sending for and reading. Please write for it on your business letterhead.

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OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FOUNDED BY GEO. H. PATTERSON

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Office Appliances is a monthly trade journal covering the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the entire range of commercial stationery. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and the purchasing agents of many of the largest corporations in the United States. It also reaches some dealers in fifty-one other countries who deal in American office equipment.

The ownership of Office Appliances is vested solely in the officers of the company. No person, firm or corporation, either directly or indirectly connected with the business it represents, has any share in its ownership or voice in shaping its policy, which has in view at all times the best interests of the field it serves. It aims to discuss all subjects fairly, and to furnish its readers reliable information concerning the progress and development of the office appliance industry. It will answer any questions germane to its field to the best of its ability, and it asks its readers in all parts of the world to aid it with inquiries and suggestions, to which it will give prompt and earnest consideration.

ADVERTISING RATES upon application—only articles of office equipment or directly related products eligible.

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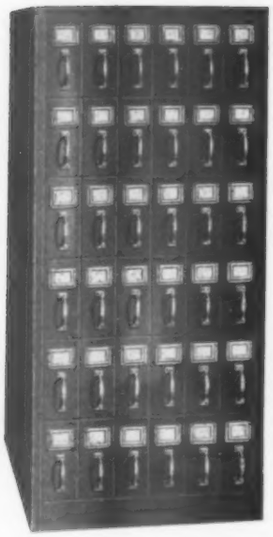
In the execution of its various commissions this bureau calls upon practically every member of the staff. It answers by personal letters all inquiries upon matters germane to the field, it furnishes special reports upon articles of office equipment, supplies names of manufacturers of any article wanted, puts man and job together, prepares advertising copy, furnishes lists of desirable agents and dealers in nearly every country, aids foreign dealers in securing U. S. A. lines and in many other ways performs useful service, all without charge. Subscribers in every land have made, and are making, good use of this bureau; manufacturers in every section of the field have had evidence of the service.



To all Dealers of Office Furniture

VAN DORN BUILT
CLEVELAND

"Complete Metal Office Furniture of Excellence"

SERVICE Van Dorn Built

Service means that you can supply your customer's every need in steel office furniture; whether a bond box, a filing cabinet, a roll top desk, a roller book shelf case, shelving or lockers, from stock; or a large installation after his special design.

Your Profit On Each Sale Is Greater because our discounts are exceptional—discounts that let you make the right profit.

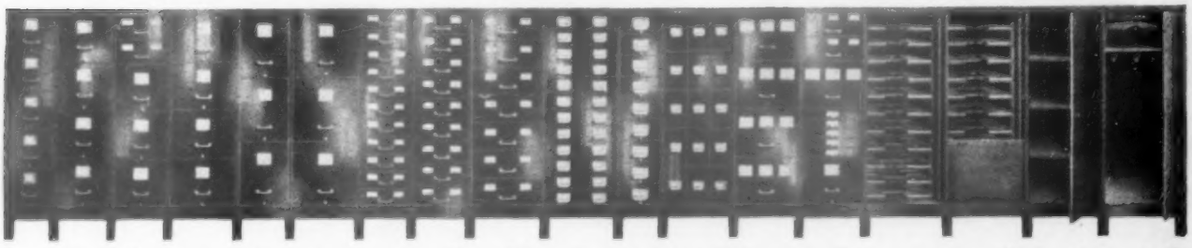
You have our help in telling him about system and equipment, and in selling him.

You can fill your mail with our nine attractive order-getting advertising folders.

Nowhere will you find a line more complete; for instance, our twenty-two upright cabinets shown below.

If you can't find what your customer wants in your steel line write us—we will supply you.

Let us tell you about that $21.00 welded-steel vertical letter file—one of the best selling letter cabinets you have ever shown in your store, and our $2.50 transfer section. Write today.

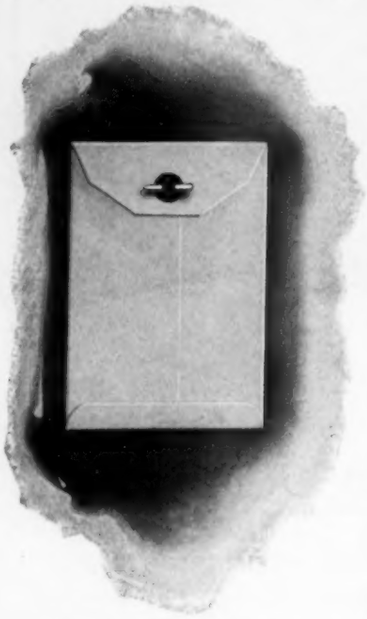


Metallic Furniture Department, The Van Dorn Iron Works Company, Cleveland, O.

Agencies in all parts of the world

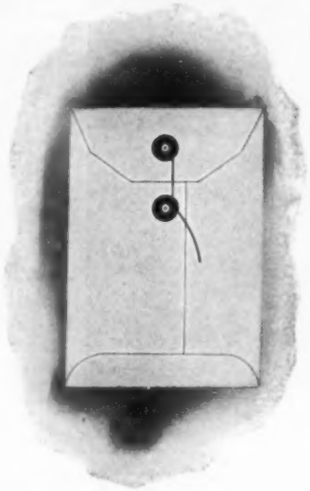
Do Your Customers Mail Anything?

Are you making anything on what they mail? You will if you carry Tension complete line of mailing containers. The line includes open-end tension envelopes, double metal-clasp envelopes, single metal-clasp envelopes, metal-flap clasp envelopes, document envelopes, photo-mailing envelopes, filing envelopes, folders, mailing boxes, etc., etc.



Improved Double Metal Clasp

You will be especially interested, perhaps, in the Open-End Tension Envelope you've seen everywhere and the Metal-Clasp Envelopes, one type of which is illustrated.



Open End Tension

You will pronounce our book, "Envelope Specialties," an education in itself. Send for it. It's yours for the asking.

THE TENSION ENVELOPE CO., INC.

Pioneers and Originators

296 Broadway - - - - - New York, N. Y.

Factory: Bush Terminal Selling Agents in Principal Cities

DIETZ DESKS FOR DEALERS

No. S-43

Roll Tops

Flat Tops

Standing Desks

Typewriter Desks

Office Tables

The **Dietz** line is extensive and up-to-date.

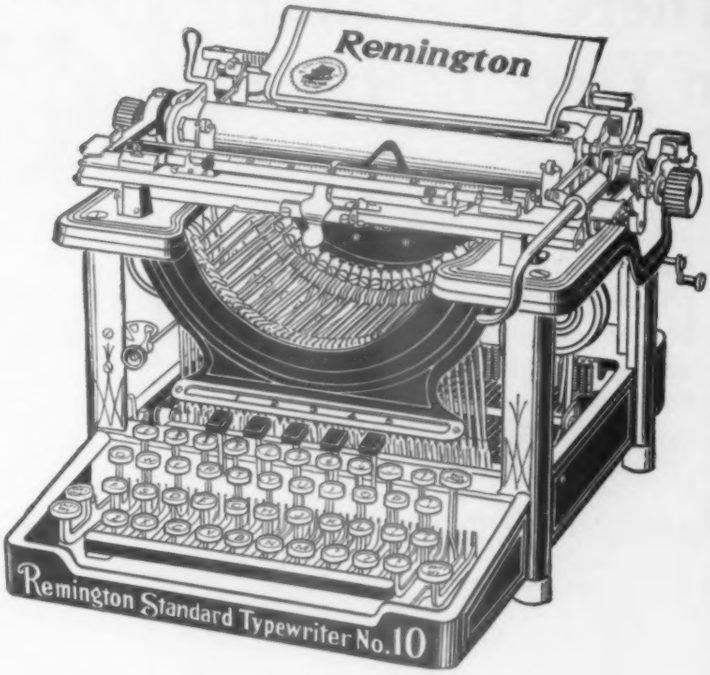
It assures success to capable dealers.

Write for new catalog, just out.

J. F. DIETZ & CO., 4851-71 Spring Grove Ave., Cincinnati, Ohio, U. S. A.

Recognized Leader among Typewriters

The Remington Salesman knows it. The competing salesman knows it also—in his own heart.



Remington

leadership among typewriters is reflected in every-day facts, and in every-day speech.

"Is it as good as the Remington?" "Is it as reliable as the Remington?" These are the questions the non-Remington salesman hears all the time.

He finds that the average user thinks "typewriter" in terms of "Remington."

The mere mention of "typewriter" gives the mind the Remington slant.

The salesman of the other typewriter *claims* that his machine is as good as the Remington; the buyer *hopes* it will be as good as the Remington; the user *wishes* it were as good as the Remington.

And their total *claims*, *hopes* and *wishes* all combine to prove one thing only—the fact of Remington Supremacy.

Remington Typewriter Company
(Incorporated)

New York and Everywhere

There Is A Man in Your Town—

in fact, there are in your town any number of men who might be contributing to your profits and are not. We refer to the professional men; men with large or small offices, stores and shops; and even the home bodies. It is to these people that there is an especially forceful appeal in

Ramer Remanufactured Typewriters

The fact that Ramer machines turn out perfect work, coupled with their low price, makes them irresistible with the classes mentioned above.

But there is no limit to the scope of Ramer Remanufactured Typewriters. You can sell them to anyone, from the man who writes one letter a day to the big corporation which mails thousands of letters each day. With our machines you can meet the competition of new machines successfully.

And the man to whom you sell a Ramer Remanufactured Typewriter is quite certain to say "Thank you" by coming back to your store for the supplies and other equipment you carry.

Write for our literature today if you want a pleasant surprise.

Wholesale Typewriter Co.

314-316 Broadway **151A-153A Euston Road**
New York, N. Y. **London, W. C., England**

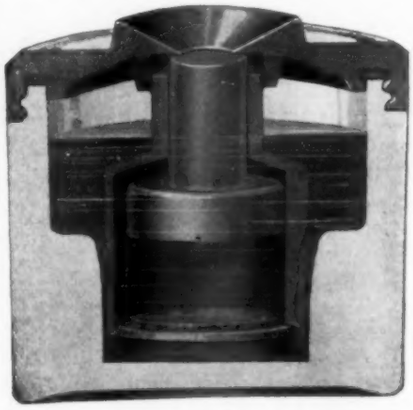
CONSIDERATIONS

No. 55

of utility and economy have, within a comparatively few years, made Sengbusch Self-Closing Inkstands a "best seller". That is the main reason why it will pay you to stock them.

SENGBUSCH
Self-Closing Inkstands and Inkstand Sets

are superior for the following *big* reasons:



Sectional View No. 51
Showing How Inkstand Closes Air-Tight—Like Cork in Bottle

They close automatically and hermetically seal the contents after each dip of the pen.

They are dust-proof and non-evaporating.

They are so constructed that the ink will not spurt from the well even if a heavy object is dropped upon it.

A uniform amount of ink is dipped each time.

The sides of the inkwell do not become spattered with ink.

The construction of the dip-opening permits only the clean, unsedimented ink to be touched by the pen.

The user of a Sengbusch saves on his ink bills, because the ink does not evaporate or become filled with dust.

Pens last longer because they are not corroded as readily by fresh ink as by old ink.

There is a saving of time and trouble in filling a Sengbusch only once in three months or six months.

Copying inks give as good results in a Sengbusch as ordinary inks.

These are but a few of the advantages of the Sengbusch line. We'll tell you more about the line if you'll write us today,—also ask us for copy of complete Catalog No. 11 and copies of the attractive mailing circulars we furnish gratis with your imprint.

No. 52

Sengbusch Self-Closing Inkstand Co.

400 Stroh Building **Milwaukee, Wis.**

All the World's Champion Typists

Every year for nine years made their records for

SPEED *and* ACCURACY

on the

Underwood

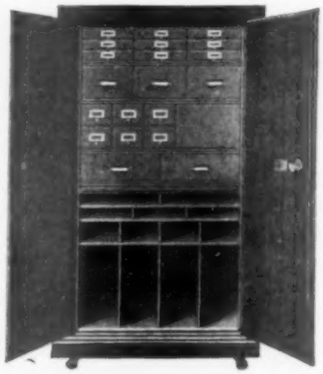
"The Machine You Will Eventually Buy"

Lincoln kept his private papers in his hat

But the time has passed, Mr. Dealer, when business and professional men can be satisfied with "plug hat" filing devices that leave their contents in constant danger. You must offer *security* quite as well as convenience. This is the reason for the tremendous demand for

THE SAFE-CABINET

In fire-proof buildings and in structures of great fire hazard THE SAFE-CABINET is now affording security to filing devices, both wood and steel, of every standard make. It has demonstrated its efficiency in numerous conflagrations and in the severest tests to which any such devices have ever been subjected. THE SAFE-CABINET (S-CIENTEST Model) will protect its contents from fire for an hour and a half at an average temperature of 1700 degrees Fahrenheit in any test conducted according to the practice generally employed by the Underwriters' Laboratories.



No matter what line of filing units you may be handling, they need the security of THE SAFE-CABINET. *Investigate!*

THE SAFE-CABINET COMPANY, Dept. F-2 **Marietta, Ohio**

For a distinctive tone in Business Stationery, and not without a touch of exclusiveness,

Berkshire Typewriter Envelopes

with two-fold paper to match, are very popular.

These are an addition to the regular Berkshire Typewriter Paper line and are carried in stock, mostly the heavier weights made up, so that orders can be promptly filled in all typewriter papers and colors.

The Senate Envelope, 3 7/8 x 7 1/2, is very popular. "Congress," 3 3/4 x 6 1/2, and "Diplomat," 3 3/4 x 8 3/8, are two other desirable sizes.

Send for samples.

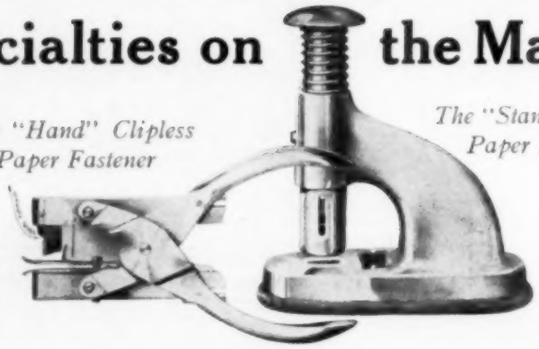
CRANE'S

"All Linen" and "Japanese Linen" Typewriter Paper

Eaton, Crane & Pike Company
Typewriter Paper Department
PITTSFIELD, MASS., U. S. A.

The new
Royal
Fires faster
ROYAL
ROYAL TYPEWRITER CO. N.Y. U.S.A. 10
"THE MACHINE GUNS OF BUSINESS"
The printing-press and the typewriter are the rapid-fire "machine guns of business." The new standard of typewriting created by the Royal reinforces the result-getting power of your business letters—for it adds the forceful stamp of quality to every letter you sign.
Pick up the letters you have signed today. Examine them—then see a sample of the flawless typewriting of the Royal! On which kind of letters will you send your signature to represent YOURSELF?
ROYAL TYPEWRITER COMPANY, Inc.
Royal Typewriter Building, 364 Broadway, New York
Principal European Office: 75-A Queen Victoria Street, London, England

The Best Selling Office Specialties on the Market



The "Hand" Clipless Paper Fastener

The "Stand" Clipless Paper Fastener

Here are devices that you can demonstrate instantly, and their advantages are so evident that no difficulty need be experienced in selling a number to every business house in your territory.

The "Clipless" Paper Fasteners save 55% filing space; eliminate entirely the expense of clips, pins, stapling machines, glue, or any other method of fastening papers. They save time and labor, are positive office necessities and great conveniences.

These are the genuine "Clipless" Paper Fasteners, 1915 models, with the new automatic or positive tucking device (see picture above); new adjustable screw; one-piece frame; heavy felt base; and other valuable improvements of vital necessity to the long life and satisfactory service of the machines.

Each and every genuine "Clipless" Paper Fastener is guaranteed for five years.

The genuine "Clipless" cut a V-shaped tongue from the paper, which is folded back and held in a slot (see illustrations at the top of this page). Papers thus fastened can not be detached **accidentally,** but if more papers are to be added to the file, or papers to be detached, you can pull these tongues back, place them in their original position in the paper, and after adding more papers or taking papers away, the file can be **REFASTENED in identically the same place many times without mutilating the paper. The shape of the tongues makes this possible.**

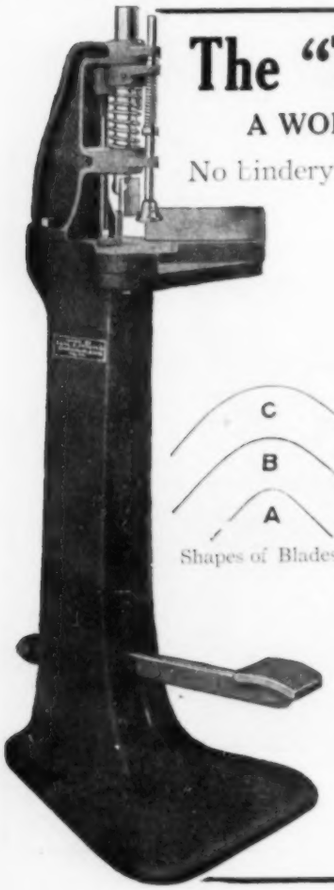
The tongues cut by the genuine "Clipless" have no irregular edges on which other papers can catch and thus become incorrectly filed or mailed, or eventually lost. The tongues have no irregular edges on which papers can catch, tearing the fastening and making it insecure.

Beware of imitations! Look always for the **automatic tucker** (see picture above). Accept no "just as good" machines.

Write us relative to our Pneumatic Fountain Ink Wells, "Reliable" Postage Stamp Vending Machines (two models), and other articles that we manufacture exclusively.

CLIPLESS PAPER FASTENER COMPANY

Cable Address "CLIPLESS" **Established 1907** **NEWTON, IOWA**



The "Tatum" Round Cornering Machine

A WORTHY ADDITION TO "THE LINE OF TRUE MERIT"

No bindery is complete without a round cornering machine. In these days of keen competition efficiency is the keynote to success.

Add a "TATUM" Round Cornering Machine to your equipment and not only improve the appearance of your work, but cut down the cost of production.

In the construction of this machine we have combined the maximum of *efficiency* with the minimum of cost.

The machine is self-contained, fitted with adjustable side gauges and an automatic clamp, leaving both hands free to handle the stock.

Choice of three styles of blades.

Shapes of Blades

THE PRICE IS INSIGNIFICANT, ONLY $25.00

56 YEARS OF KNOWING HOW

THE SAM'L C. TATUM CO.

MAIN OFFICE AND FACTORY: CINCINNATI, OHIO, U. S. A.

NEW YORK OFFICE: No. 180 FULTON STREET

MAKERS OF "THE LINE OF TRUE MERIT"

The Ball Bearing Way

is the way of the

SmithPremier Typewriter

The type bars of the Smith Premier are hung on ball bearings; the carriage runs on ball bearings; every operation on a Smith Premier Typewriter, every letter printed, brings these ball bearings into play.

Have you observed the swiftness and ease of operation of a Smith Premier Typewriter, the light action of the type bars and the carriage, the excellent and permanent alignment of the type? Then thank the ball bearings.

"One key for every character" and a set of ball bearings for every key, these are the companion features which distinguish the Smith Premier Typewriter; which give it an undisputed field of its own among writing machines.

329 Broadway, New York

BOOST BUSINESS IN BUSY BOSTON AND NEW ENGLAND WITH A GOOD DISPLAY OF YOUR PRODUCTS.

EXECUTIVES' DAY TICKETS AND SPECIAL ADVERTISING WILL BRING THE MEN WHO HAVE THE "SAY-SO"

The Second New England
Business Efficiency Exposition

Mechanics Bldg., Boston, Mass.

April 12th to 17th, 1915

EVERY PROGRESSIVE BUSINESS EQUIPMENT HOUSE SHOULD BE WELL REPRESENTED AT THIS SHOW.

THE ONE BIG OPPORTUNITY OF THE YEAR TO **SHOW** NEW ENGLAND WHAT YOU HAVE TO SELL.

Now is the time to select space and get the best location for your exhibit.

ANNUAL BUSINESS SHOW COMPANY

FRANK E. TUPPER, President

150 NASSAU STREET
NEW YORK, N. Y.
Tel. 5533 Beekman

220 DEVONSHIRE STREET
BOSTON, MASS.
Tel. 4107 Fort Hill

Occupies less than a square foot of space

Why the MONROE is the simplest Calculating and Adding Machine

WHEN you hear the word "simplicity" used in describing a calculating or adding machine demand the REASONS WHY! Bear in mind that simplicity must apply not alone to construction but to the MECHANICAL PRINCIPLE of the machine and to its EASE OF OPERATION. These are the features that make the Monroe pre-eminently the simplest of all calculating and adding machines.

First, it contains only one-third as many parts as a standard type adding machine—constructional simplicity that makes breakdown or repairs practically unknown.

Second, its mechanism is built on a principle that is the simplest and most direct thus far attained in calculating machine construction. It draws a straight line from your finger tips to the result.

Third, anyone can operate the Monroe, handling accurately all problems from simple addition to the most complex computation. *It does not require a trained operator.*

The Monroe not only Adds, but it *Subtracts, Multiplies and Divides* as easily as other Machines Add.

It is the first and only machine on which small figures as well as large can be handled with maximum speed and accuracy. You simply set your number in the keyboard, give the crank a turn forward for ADDITION; backward for SUBTRACTION. Each is a direct operation. You do not have to think of complementary numbers. The Monroe is the most efficient MULTIPLYING machine, and for all around work it has been demonstrated the fastest. DIVISION is a direct operation—as simple in method as addition on a straight adding machine. If errors in operation are made, they show instantly and immediate correction is possible.

Let us demonstrate Monroe simplicity and Monroe performance on your own work—no matter where you are located or what figures you use. Fill in and mail the coupon below.

Price, $250.—Pays for itself.

MONROE CALCULATING MACHINE CO.
Woolworth Building New York

The Monroe is an American Made Machine

The "SHOW ME" Coupon—Mail it

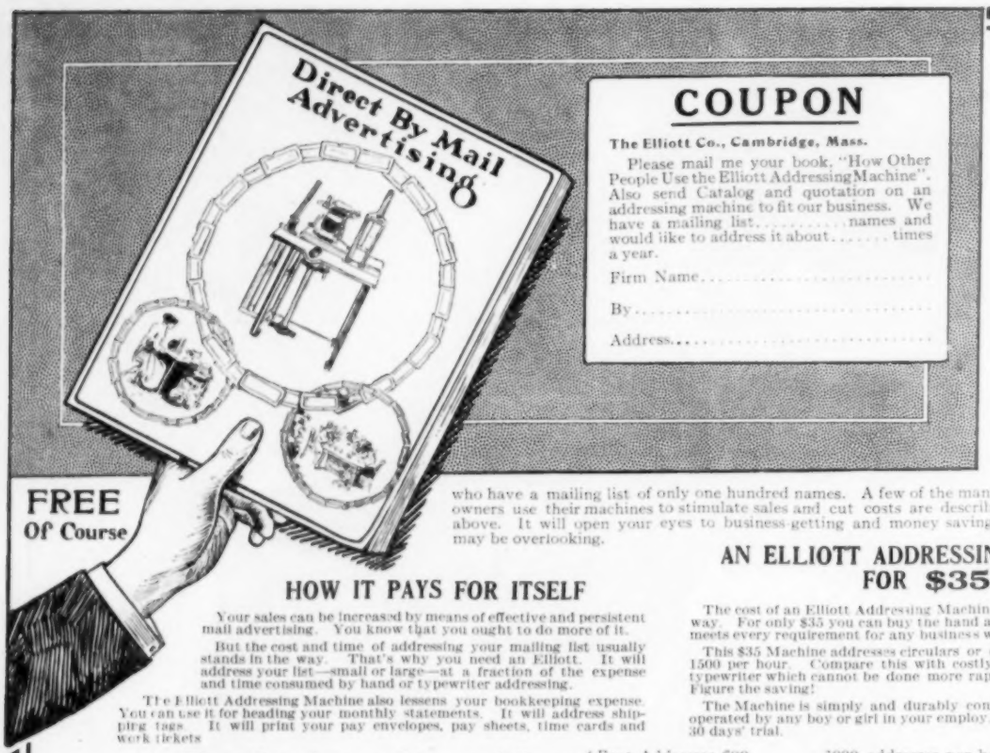
MONROE CALCULATING MACHINE CO.
Woolworth Building, New York

Without cost or obligation, send full facts about the Monroe Calculating Machine, and tell us how it may be demonstrated on our own work, if we so desire.

Firm Name .....

Address .....

Individual's Name and Position .....



FREE
Of Course

COUPON

The Elliott Co., Cambridge, Mass.

Please mail me your book, "How Other People Use the Elliott Addressing Machine". Also send Catalog and quotation on an addressing machine to fit our business. We have a mailing list.....names and would like to address it about.....times a year.

Firm Name.....

By.....

Address.....

Tested Plans for Stimulating Sales and Cutting Costs

Elliott Addressing Machines are used by scores of big concerns like Montgomery Ward and Co. who have mailing list of six million names. They are also used by any number of concerns who have a mailing list of only one hundred names. A few of the many ways in which Elliott owners use their machines to stimulate sales and cut costs are described in the book shown above. It will open your eyes to business-getting and money saving possibilities that you may be overlooking.

HOW IT PAYS FOR ITSELF

Your sales can be increased by means of effective and persistent mail advertising. You know that you ought to do more of it.

But the cost and time of addressing your mailing list usually stands in the way. That's why you need an Elliott. It will address your list—small or large—at a fraction of the expense and time consumed by hand or typewriter addressing.

The Elliott Addressing Machine also lessens your bookkeeping expense. You can use it for heading your monthly statements. It will address shipping tags. It will print your pay envelopes, pay sheets, time cards and work tickets

AN ELLIOTT ADDRESSING MACHINE FOR $35

The cost of an Elliott Addressing Machine need not stand in your way. For only $35 you can buy the hand addressing machine which meets every requirement for any business with a small mailing list.

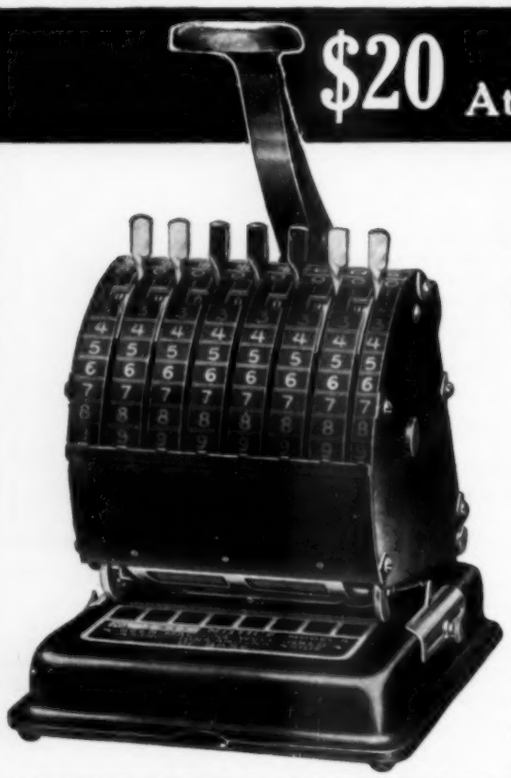
This $35 Machine addresses circulars or envelopes at the rate of 1500 per hour. Compare this with costly addressing by hand or typewriter which cannot be done more rapidly than 100 per hour. Figure the saving!

The Machine is simply and durably constructed. It can be be operated by any boy or girl in your employ. It will be shipped on 30 days' trial.

We make other machines as follows: { Foot Addresser $90 .....3000 addresses per hour.
Power Addresser $185.....4000 addresses per hour.

SEND COUPON OR WRITE FOR THE BOOK THE ELLIOTT COMPANY CAMBRIDGE, MASS.

$20 Here's Real Protection At an Extremely Low Price $20



CHECK PROTECTOR **F&E** FESLER & EVANS CHECK WRITER

is the only ***high-grade*** machine sold at an ***extremely low price,*** and it ***alone*** possesses the following up-to-date features:—

SPEED—Two to four times as fast as other devices, by ***actual test.***

VISIBILITY—The amount plainly registers, in dollars and cents, ***before*** stamping, thus eliminating the possibility of errors and the consequent spoiling of checks.

EXACT AMOUNT—***Permanently*** and ***legibly*** imprinted, in ***one operation,*** on any desired part of the check, like this—

PAY $285 AND 50 CTS.

SELF-INKING—Printing line is inked ***before*** and ***after*** each impression, insuring uniform results.

DETAILS—Frame, body and levers of cold rolled steel. Finish, enamel and nickel. Size, 5 x 7½ inches at base, 6 inches to top of body. Weight, 7½ pounds.

THESE ADVANTAGES CAN BE FOUND IN NO OTHER MACHINE AT ANY PRICE.

Manufacturing on a large scale, in a modern plant, and asking but a ***reasonable*** profit, enables us to produce an efficient machine at a low price.

Thousands of business men who have refused to pay the high prices heretofore demanded for check protection are now buying the **F. & E.**

Don't fail to write for particulars—***at once.***

SALESMEN—We offer a ***real*** proposition, in exclusive territory, to ***live-wire*** salesmen. You don't have to ***wait*** for your profit by our selling plan.

HEDMAN MANUFACTURING CO.
229 West Erie Street **Chicago, Ill**

Weis

Sectional Bookcases

Give Satisfying Service

These Distinctive Features Characterize Weis Expansible Bookcases

The Dust Shield

over the book space in each section excludes the dust and forms an independent recess into which the door recedes when opened.

Riveted through the Dust Shield is

The Door Guide

or Equalizer which controls the action of the door so that it can travel *only straight* forward and back. This Equalizer is substantially made of steel. It is securely riveted so there is no unnecessary play to allow the door to rub or stick.

Air-Cushioned Doors

The Dust Shield encloses each section. The door fits against the Dust Shield and a projecting shoulder making the book space dust-tight and almost air-tight. Doors close easily without slamming or noise.

Variety

You may make your choice from Standard design cases in Plain or Quartered Oak in any of eight stock finishes and also Mahogany and Birch Mahogany. Mission Design Cases are made in handsomely flaked Quartered Oak only. Early English, Fumed or Weathered finishes are most popular.

Large variety of Leaded Glass, Etc., makes line still more adaptable and salable.

Get Weis Catalog "H"

Both Sliding Door and Receding Door Type of Bookcases are listed in a variety of stacks and arrangements to meet your requirements.

Attractive discounts to dealers.

The Weis Manufacturing Co.

162 Union Street Monroe, Mich.

New York Office—75 John St.

Chicago Display—511-515 S. Wabash Ave.

Also Made in Canada by
Knechtel Furniture Co., Ltd., Hanover, Ont.

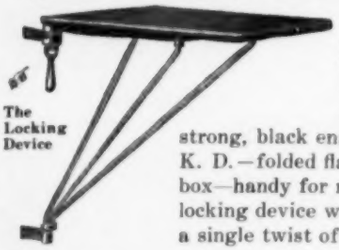
Weis Filing Desks

Combine Assorted Files in Most Accessible Form

10 Kinds of Filing Drawers for Index Cards, Letters, Catalogs, Orders, Vouchers, Checks, Blanks, Electrotypes, Etc., may be combined and arranged to meet your special requirements in the pedestals of this practical desk. Letter or legal cap width in either or both pedestals. Drawers operate on roller bearings. All files are at your finger tips.

All Solid---Seasoned Oak Drawer sides are full height—dust tight. Top 28x52 inches. Furnished also with back panel and in single pedestal style. A most practical desk in which almost any filing requirements may be provided for. Golden, Natural or Weathered finish—also Birch Mahogany. Our advertising and selling helps will help you introduce them.

Weis Swinging Attachable Desk Stand



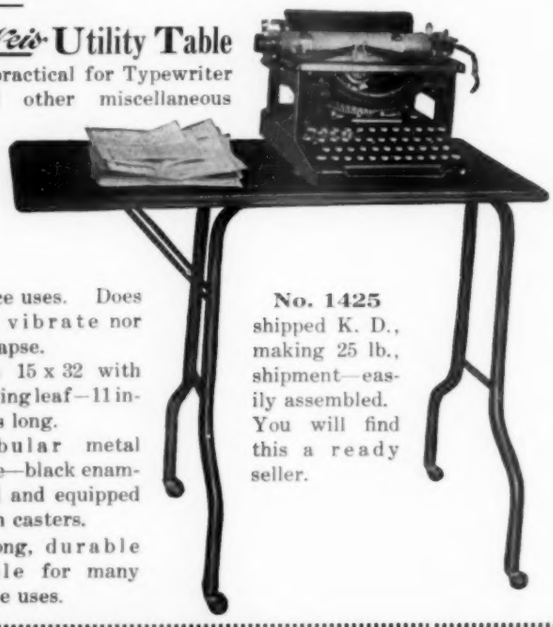
Attachable to either side of any style desk for Typewriter, Reference Books, Card Index, Etc. Solid Oak top—14x18 inches, on strong, black enameled supports. Packed K. D.—folded flat, compact in corrugated box—handy for reshipment. Has friction locking device which sets or releases with a single twist of the hanging lever.

Extensively advertised in magazines of national circulation. Well and favorably known. Include at least a sample in your next Weis order.

Get Weis Catalogs of Office Equipment, Filing Specialties, Etc. Attractive propositions to qualified dealers.

Weis Utility Table

is practical for Typewriter and other miscellaneous office uses. Does not vibrate nor collapse.



Top 15 x 32 with folding leaf—11 inches long.

Tubular metal base—black enameled and equipped with casters.

Strong, durable table for many office uses.

No. 1425 shipped K. D., making 25 lb., shipment—easily assembled. You will find this a ready seller.

The Weis Manufacturing Co.
162 Union St., Monroe, Mich.

New York Office—75 John Street Chicago Display—511-515 S. Wabash Ave.
Desks also made in Canada by Knechtel Furniture Co., Ltd., Hanover, Ont.

Weis Sectional Display Cases

For Book, Stationery, Drug, Dry Goods and Other Stores

We have equipped many stores with our Sectional Display Cases, Cupboard Sections, Storage Drawers, Etc., for the practical display of many kinds of merchandise, Etc.

Sectional Display Cases are fast becoming the recognized standard for Typewriters, Stationery Supplies, Blank Books and Miscellaneous Merchandise.

We have many letters of endorsement from dealers well known in various lines of business and feel certain that we have a proposition of interest to you if contemplating the installation of new wall cases or the addition of any new department or new line to your stock.

Weis Sectional Display Cases

Never Lose Their Value

They are of uniform size, so they may be rearranged or moved to suit changing conditions. The sectional or unit system enables you to use a stack or a few sections at a time and add as your needs increase. Ample variety of styles as to woods and finishes, to harmonize with other store furnishings, etc.

Let us send you samples of finishes and otherwise assist you in making a choice.

Our Service Department

will help in the selection of proper sections to meet your special requirements. We will furnish detailed sketches, showing the exact arrangement of the sections we think best suited to your requirements in the space you have available. This is gratis—in fact, we will welcome an opportunity to show you the low cost at which these very practical and efficient cases may be installed.

Get Catalog "G"

in which a large assortment of sections are illustrated and described. We also show a number of store interiors equipped with Weis Sectional Display Cases, which may suggest interior arrangements for your store.

Get also our Catalog of Sectional Bookcases with sliding doors, receding doors and without doors.

The Weis Manufacturing Co.

162 Union Street

Monroe -:- Michigan

New York Office—75 John St.

Chicago Display—511-515 S. Wabash Avenue

Weis Music Room Sections

The Sectional Idea in Music Filing

No. 1680—Record File Section
Has 80 numbered Pockets, in which 40 ten inch and 40 twelve inch Disk Records may be filed for quickest access. Pockets tilt forward when index tab is drawn out. This throws Record out of alignment for easy removal. Pocket stays out until Record is returned after playing. Handy drawer with needle compartment and index book—gummed figures for indexing Records, etc.

No. 1640—Sheet Music Section
applies the principle of filing in a most practical way. The drawer has capacity for about 3000 sheets and is equipped with two set of alphabetical guide cards for vocal and instrumental music. Drawer on extention slide and is obscured when doors are closed.

No. 1660—Player Roll Section
Has five compartments—space to accommodate standard size Player Roll boxes. Capacity about 40 boxes.

All sections look alike when doors are closed.

The growing popularity of automatic music for Player Piano, Talking Machine, Etc., has created a demand which we are meeting.

Filing space for player Rolls, Disk Records and Sheet Music should be properly combined in one cabinet or file. The three sections illustrated at the left may be stacked or intermembered in any arrangement or assortment required. Several styles of Bases and Tops make the line complete.

Handsomely designed and substantially built of beautifully figured Quartered Oak or Genuine Mahogany Veneers. Panelled sides and finished back.

Stock finishes are Golden Oak Polished and Mahogany Dull. Golden Oak Dull and Mahogany Polished on special order.

Adaptable To Every Music Room Need

Player Roll Section may be used for bound volumes of Sheet Music and a handy vertical file index in the Sheet Music Section enables you to file and find Sheet Music as easily as papers in a well ordered Correspondence File.

Do You File or Pile Your Records, Player Rolls and Sheet Music?

Promiscuous filing tears, soils, ruins your Musical Library. Systematic filing facilitates easy finding. These practical sections solve the Music Room problems.

Weis Disk Record Files

are made for 10 inch and 12 inch Records. Each holds 12 Disk Records numerically indexed, so any one may be instantly found. Handy Index Sheet and Gummed Numbers furnished with each outfit. Covered with a dark brown fibre, have double clasp cover and are equipped with leather pulls for easy handling.

Fit in the shelves of the new style Victrolas. Replace the cumbersome, awkward albums with these practical files.

Get Weis Catalog of Music Room Furniture and Record Filing Specialties.

—

The Weis Manufacturing Co.

162 Union Street

Monroe -:- Michigan

New York Office—75 John St.

Chicago Display—511-515 S. Wabash Avenue

Cutler Adjustable File Desks

INTER-INTER—Licensed by The Macey Co., under Tobey Patent, June, 1907

A multitude of combinations, inexpensive and simple.

All files interchangeable and priced alike.

Economy of space, of time, of effort and of money is hereby made possible.

Write for catalog and agency plan.

Cutler Desk Co. (Est. 1824) **Buffalo, N. Y., U. S. A.**

GENERAL TYPEWRITER EXCHANGE

"The Service you will ultimately adopt"

We're Working With You

Our confidence in the present possibilities of the rebuilt typewriter field has been fully justified by the results of our campaign to make it easy for dealers to sell rebuilts. Our sales depend on our ability to work with you. That's why we are making a special offer on Underwoods and other standard machines which need only a little adjusting to make them look and act like new. But, more than that, we can supply you with machines in any grade from rough to thoroughly rebuilt, and all at prices which cannot fail to suit you.

You won't have to wait for the machines you order. Our reputation is founded on quality and service. You'll get what you want when you want it.

Try us with an order and see.

GENERAL TYPEWRITER EXCHANGE, Inc.

Home Office and Factories: 70 Washington Street, Brooklyn, N. Y.

EUROPEAN REPRESENTATIVES:

THORP & MARTIN TYPEWRITER CO.,
79-80 Queen St., London, E. C., Eng.
Wholesale Distributors for Great Britain

LIEBERT & MEYERHOF,
Hamburg, Germany
Wholesale Distributors for Continental Europe

This Will Introduce to You Mr. Dealer The New Berger "1300" Line of Steel Vertical Units

THE ARMOR PLATE OF BERGER STEEL FILING CASES MODERN BUSINESS

Here, at last, is a complete line of Vertical Units combining all the essentials for up-to-date filing. Nothing has been overlooked.

Complete double-wall construction, separate compartments for each device, detachable end panels, optional leg or caster bases, ball bearing roller suspensions, etc., are only a few of the strong features that make the new "1300" Units the most efficient Filing Cabinets ever produced. Prices are within reach of the average buyer.

Write for catalog No. 1300 today.

Write for our Agency proposition and let us tell you how we co-operate with our dealers.

The Berger Mfg. Co.
Canton, Ohio

Remington

"AMFIL"

XXX BLUE NON-HARDENING PLATEN

The ONLY guaranteed platen

Our Blue Platens are absolutely guaranteed to hold their soft, velvety surface until worn out. Imitations are offered in color but with no guarantee. Write us for further information or send us a trial order.

AMFIL "AMFIL" PLATENS STAND FOR QUALITY

FIRST SUPPLEMENT TO PARTS CATALOG NOW READY

If you have not already received this supplement for insertion in our book, write us immediately. We keep a record of all loose leaf books sent out, but for fear that we have not received your receipt will ask that you kindly notify us at once, if sheet has not been received.

TO THE TRADE ONLY

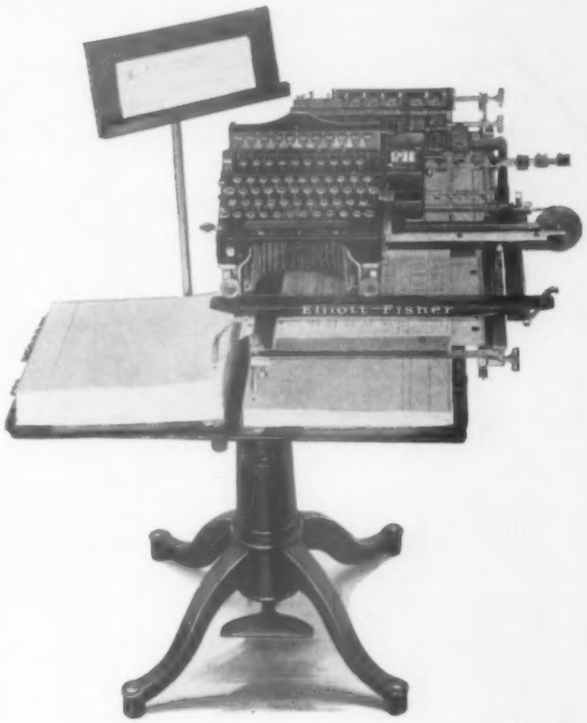
THE AMES & FILSTEAD COMPANY

CHICAGO: 508 S. Dearborn Street
NEW YORK: 82 Duane Street
SAN FRANCISCO: 58 2nd Street
DENVER: 1626 Champa Street

'Tis Said "Man Cannot Do Two Things at Once and Do Either Well"

The Crossfooter

Mechanically Adds in one place, Subtracts in another, and Writes—at the one stroke of the key—three things at once—all accurately done.



Owing to this wonderful three-in-one operation, The Crossfooter adds columns vertically and adds or subtracts horizontally across the page.

For Bank, Department Store and Commercial accounting and bookkeeping, totals can be accumulated in one place, and debits or credits can be added or subtracted in another place, as the work requires, in making the entries to each account.

For department and statistical records, manufacturing costs, analysis sheets and similar work where amounts are separated and distributed to various columns, the machine totals in vertical columns and The Crossfooter adds or subtracts horizontally each line entry according to the requirements of the work, and so totals are sub-divided and classified and the net results are accurately calculated and a grand total secured. By all other methods this kind of work requires several operations and checking and re-checking for accuracy.

There is nothing complicated about securing these results for there is nothing more to operate than a standard typewriter keyboard—no levers to pull, no buttons to push, no motors or auxiliary power to depend upon.

This wizard of mechanical accounting, by calculating two different ways at once, saves operations and speedily and accurately produces proved records.

Accuracy insurance is one of the things you want in your accounting. Write and ask how The Crossfooter assures accounting safety.

A money making opportunity for clean cut reliable men who can qualify to sell.

ELLIOTT-FISHER COMPANY

22 Cedar Street U. S. A. Harrisburg, Pa.

Do You Employ Tramp Letters?

YOU would not employ a shabbily dressed salesman. Yet that is virtually what you do when your correspondence has a shabby appearance, and the typewriting is out of alignment.

THE appearance of your correspondence depends mainly on the typebars.

THE typebar is thus the most important mechanical feature of a typewriter.

POOR spacing and bad alignment are a mechanical impossibility with the VICTOR; because of its one-inch pivot-bearing typebar, with a spring action.

THE VICTOR typebars work with a quick, rebounding stroke.

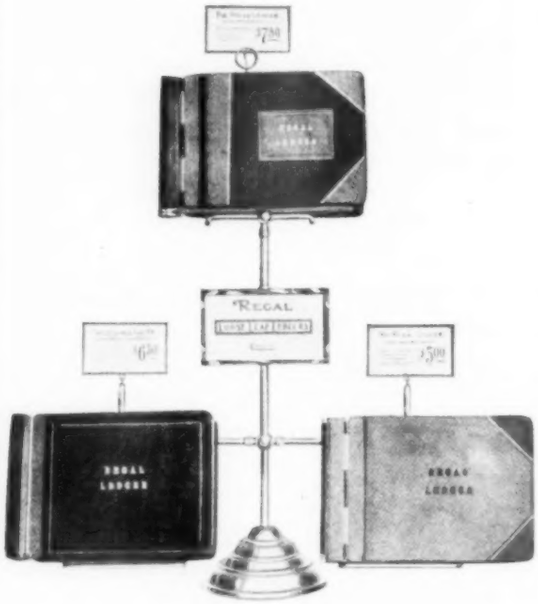
RESULT: sharp, clean-cut impressions, perfect alignment and *the lightest, most responsive touch of any typewriter.*

Write for Attractive Dealer's Proposition

VICTOR TYPEWRITER CO.
812 Greenwich St., New York

Will You Let Us Send These Ledgers on Approval?

Every dealer knows there exists a tremendous demand for *medium* priced *Loose Leaf Ledgers*. That's why we produced the *Regal Outfits* — the first *durably constructed*, low priced ledgers offered by any manufacturer. With but a trifling outlay you can get an assortment of these outfits — including the brass display stand — signs — and even circulars imprinted with your name.



Here's How You Can Get Them!

We want *every* stationer or dealer in office equipment to have these Outfits on display —therefore, we have an exceptional proposition to make. Write us today—we'll tell you how you can get an assortment of the Ledgers, including the brass display stand, signs, and all—how you can put them on display for 30 days—without even investing one penny. Write now—*right* now—before it slips your mind.

THE C. E. SHEPPARD CO.

THE Cesco LINE

Loose Leaf Binders and Supplies

303-311 Hudson St., New York, N. Y.

CHICAGO: 440 So. Dearborn
PHILADELPHIA: 422 Lafayette Bldg.

Two Sections of Shelving.

Easily Erected, Re-arranged and Transferred

No bolts or screws to fuss with—Allsteel Shelving is held rigidly together by the interlocking of its parts.

Shelves are held in place by a bar support at each end. To change the location of a shelf, it is merely necessary to remove the shelf, re-adjust bar supports at sides and place shelf back in position again.

Strongly constructed, convenient, economical, good looking and time defying. And Allsteel has the additional big feature of selling at about the price of wood.

Allsteel

Adjustable Shelving

"Needs No Tools"

Shelving equipped with back and partition.

Adaptable to retail store requirements, vaults, stationery rooms, factory storerooms, warehouses, libraries, etc. In fact, wherever shelving is used, Allsteel will be found most convenient and economical.

And

It is the first shelving of its kind that can be carried in stock by the dealer.

The detail illustrations opposite furnish some idea of the extremely simple construction of Allsteel Shelving. Note that posts are slotted on two inch centers to take bar supports for shelves. Below, the bar support is shown in position. Just above it is a section of the shelf angle showing notch which keeps the shelf rigidly in place.

When adding to one or more sections of shelving, only two additional posts, required number of shelves and bar supports for shelves, are needed.

Backs and partitions furnished when desired. Finished with olive green baked-on enamel.

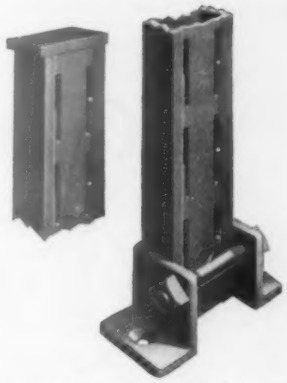
Write for Agency

This is a splendid agents' proposition—ask for further details and prices—your territory may be open.

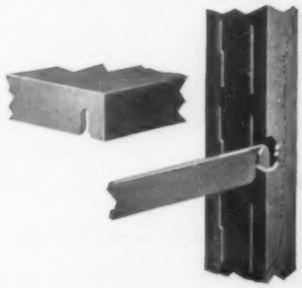
GF Youngstown, Ohio.

Trade Mark Reg.
U. S. Pat. Office.

The General Fireproofing Co.
3671 Logan Avenue
YOUNGSTOWN, OHIO



Showing strong post construction and slots for bar supports.



Portion of post cut away showing how bar support locks in slot. Also showing notch in shelf angle.

Something New in Stenographer's Chairs

THE advantages of this new Stenographer's Chair are so self evident, it will sell itself if displayed on the floor or in a window.

Patented M & S Chair—Iron, Finest Quality Materials, Best Workmanship, Distinctive Designs and Finest Finish make these chairs equal the standard of the finest tilting swivel office chairs.

Send for Descriptive Folder, Prices and Discounts.

Exclusively Manufactured By

The MARBLE & SHATTUCK CHAIR CO.

Mr. Dealer
Keene's Guaranteed Platens Mean Satisfaction Guaranteed

We use the best blue rubber obtainable and our platens are guaranteed as to size. All makes of typewriter platens recovered.

Send Us Your Parts to be Plated

as well as your platens.

Our prices are right.

We guarantee prompt deliveries on all work.

A 38 year record backs our guarantee.

Wenzel Plating Works

88 Walker St., New York City

ESTABLISHED 1876

DODGE

TRADE DURABUL MARK

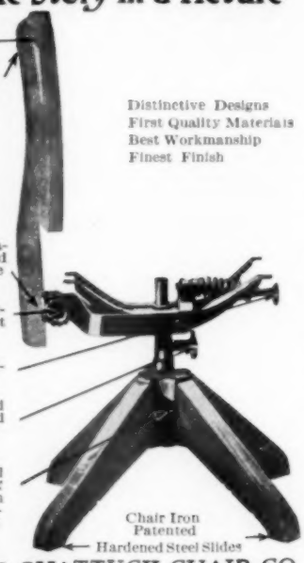
RIBBONS

Are you a "Dodge" user? If not write us and we will give you proof that you should be

REPUBLIC-DODGE MFG. CO.

Douglas St. and Third Ave., BROOKLYN, N. Y.

The Whole Story in a Picture



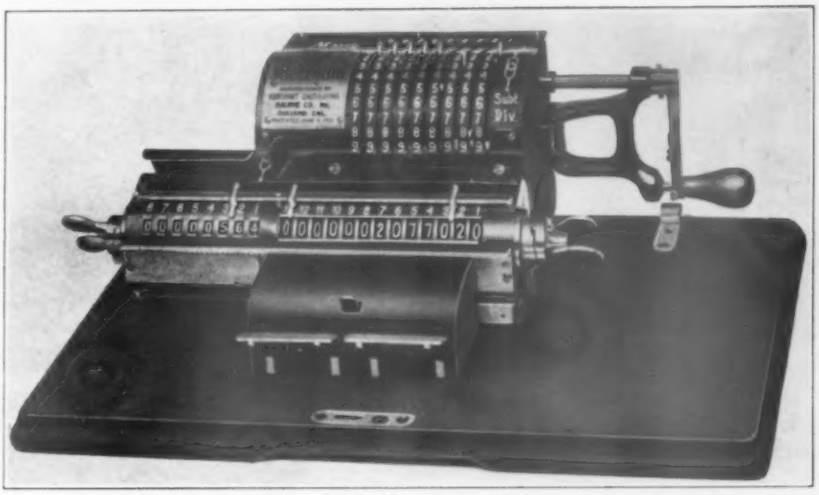
The MARBLE & SHATTUCK CHAIR CO.

Cleveland, Ohio

CHICAGO OFFICE: 600 S. Michigan Ave., H. G. HUNN, *Rep.*
NEW YORK OFFICE: 815 Marbridge Bldg., A. B. HUNN, *Rep.*

the mechanical work of mathematics

Small size for 13 digit product $250



Medium size for 18 digit product $300

MARCHANT CALCULATING MACHINE

The model shown is the latest type of the smallest size machine. On this model a new automatic shift, which further cuts down the time required for each calculation by eliminating the time-consuming hand shift, is attached.

IF it is necessary for you to pro-rate or figure interest, foreign exchange, tax extensions, tax apportionments, engineering data, architectural data, chain discounts, pay rolls, lumber specifications, you memorize a certain process of multiplying, dividing, adding and subtracting.

When you multiply—or divide—or add—or subtract—you perform a mechanical operation which can be completed in less time, with greater accuracy by machinery.

The pencil and paper method, requiring the brain-fatiguing concentration of a valuable man or woman, is as far out of date as the writing of business letters by hand.

The use of a Marchant Calculating Machine reduces these operations to a shifting of levers and the turning of a crank. The result is gotten in seconds instead of minutes.

The inventor of the Marchant Calculating Machine secured his patents June 6th, 1911. Since the organization of this company several hundred machines have been built and installed in the offices of large manufacturers, department stores, banks, railroads, newspapers, architects, civil engineers, public service corporations and municipal, county, state and national governmental departments.

While the majority of these owners having Marchant Calculating Machines are on the Pacific Coast yet there are a substantial number scattered about in other parts of the continent.

Careful watch has been kept over the machines in operation and such improvements as were advisable made.

Now, knowing that their machine—which is the only one of its type made in America—has proven its efficiency and reliability in all sorts of hands and on all sorts of work, the Marchant Calculating Machine Company is increasing its manufacturing facilities and enlarging its selling organization to cover the United States.

One of the factors responsible for their decision to take this step was a large number of letters from users similar to the following:

Donk Bros. Coal & Coke Co.

Anthracite, Bituminous, Smithing and "Arkansas Anthracite" Coal. One of the largest of their line in the world.

St. Louis, June 27, '13.

Marchant Bros., Oakland, Cal.

Gentlemen:—We acknowledge receipt of your letter of June 21st, relative to the "Marchant's Calculating Machine" that was purchased from you several years ago.

It gives us pleasure to say that the machine is used in every department of our office. We use it in the Billing and Voucher Departments, also in the Auditing Department of The St. Louis, Troy & Eastern R. R. Co.; in fact, the machine is used by almost every clerk in the office at times. It is a time and brain saver and we would not like to part with it.

Yours very truly,
W. F. GOULD, Secretary.

Our booklet AO1 contains many similar letters and a complete explanation of the machine, its construction and cost saving abilities.

Marchant Calculating Machine Company

General Offices

Syndicate Building, Oakland, California

Branch Offices

Chicago, Ill., 3736 Cottage Grove Ave. **St. Paul, Minn.**, 414 American Bank Bldg. **Cincinnati, Ohio**, 625 Crown Street. **Baltimore, Md.**, 900 Continental Bldg. **Pittsburgh, Pa.**, 202 Fitzsimmons Bldg. **Los Angeles, Cal.**, 215 Mercantile Place. **Seattle, Wash.**, 222 Boston Block.

FOR THE TECHNICAL MAN

As every dealer knows, the most difficult-to-please pencil customer that he serves is the technical user—the architect, draughtsman, engineer or designer. Exact in their methods, and exacting in their requirements, it is a good pencil indeed that they will adopt for their regular use.

The "VAN DYKE" DRAWING PENCIL is made to suit this critical class.

We unqualifiedly guarantee both the **quality** and **accuracy** of degree of the lead.

This is a consideration, the importance of which every dealer will recognize.

To his customers it is a satisfaction assurance of the "call again" type.

No. 600 "Van Dyke" is of hexagon shape, yellow polish, with lead in 15 degrees of hardness—

6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H

IT IS OUR BEST MAKE

Samples and full information to dealers upon request.

EBERHARD FABER :: **NEW YORK**

THE OLDEST PENCIL FACTORY IN AMERICA

DORNETTE DESKS

Our Latest Sanitary
(Furnished with or without castors)

Extremely Popular With Office Furniture Dealers

Made as fine as the best kiln-dried hardwoods and skilled workmanship can make them.

Write for Catalog

THE J. DORNETTE & BROS. CO. Cincinnati, Ohio

Be Master in Your Office Chair Field

The two recognized masters of office chair building, Vincent A. Taylor and Abner L. Shattuck, have embodied their genius and ripe experience in the many advanced features of

THE MASTERS' LINE OF OFFICE CHAIRS

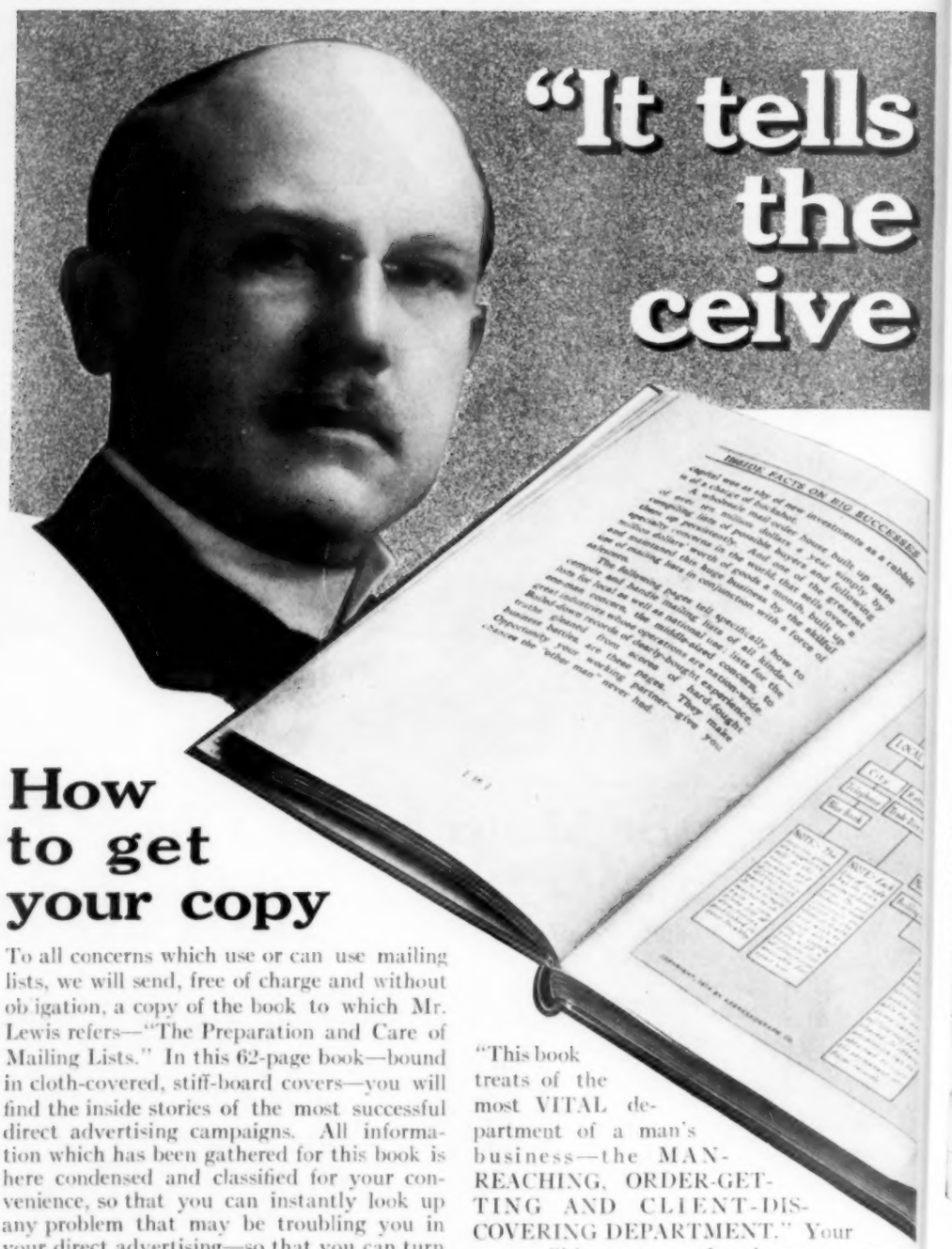
Its price range is unusually complete. It starts lower in price than other high grade lines and extends as high as any line on the market.

No finer chairs are made than those represented by the "top end" of The Masters' Line. Their generous, deep roominess, refined, distinctive designs, and exquisite workmanship and finish mark them as truly office chairs **de luxe.**

Regardless of price, every chair in the Masters' Line represents the same high standard of workmanship. No matter where your field, you can be **Master** of it, with this strong, high grade line.

Write today for descriptive folder and catalog.

The Taylor Chair Company
Bedford Ohio



How to get your copy

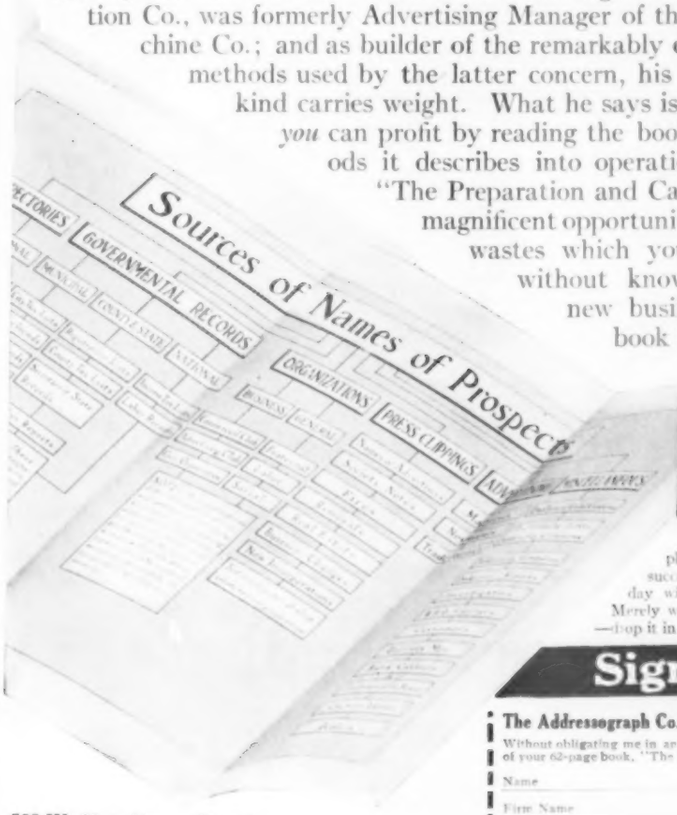
To all concerns which use or can use mailing lists, we will send, free of charge and without obligation, a copy of the book to which Mr. Lewis refers—"The Preparation and Care of Mailing Lists." In this 62-page book—bound in cloth-covered, stiff-board covers—you will find the inside stories of the most successful direct advertising campaigns. All information which has been gathered for this book is here condensed and classified for your convenience, so that you can instantly look up any problem that may be troubling you in your direct advertising—so that you can turn to the very plans that have been successful for other men in your line of business and quickly adapt them to your own purposes. A prominent New Eng and manufacturer says, "This book treats of the most VITAL department of a man's business—the MAN-REACHING, ORDER-GETTING AND CLIENT-DISCOVERING DEPARTMENT." Your copy will be sent you free in answer to your name on the coupon.

The Addressograph Co.

how to turn inquiries we re-into orders"

says E. St. Elmo Lewis

—speaking of our free book, "The Preparation and Care of Mailing Lists." Mr. Lewis, now Vice-President and General Manager of the Art Metal Construction Co., was formerly Advertising Manager of the Burroughs Adding Machine Co.; and as builder of the remarkably efficient direct advertising methods used by the latter concern, his word in a matter of this kind carries weight. What he says is a positive assurance that *you* can profit by reading the book and putting the methods it describes into operation in your own business. "The Preparation and Care of Mailing Lists" opens magnificent opportunities—both for eliminating wastes which you may now be suffering without knowing it—and for getting new business in new fields. The book is



FREE

Simply use the coupon. Every method, plan and campaign described has been proved successful in actual practice. Do not be another day without the help of this valuable book. Merely write your name and address on the coupon —drop it in the mails today.

Sign and Mail

The Addressograph Co., 903 W. Van Buren Street, Chicago

Without obligating me in any way, please forward, free and postpaid, a copy of your 62-page book, "The Preparation and Care of Mailing Lists."

Name _____

Firm Name _____

Address _____

903 W. Van Buren Street,
CHICAGO

THE ONE AND ONLY LAVETTE'S

A

A A B

A

These envelopes are composed of fine 60 lb. Manilla paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed laps A.

Patent Envelope for mailing Photos and Fancy Cards of all kinds

The best staple any dealer can carry. They have been on the market for over 22 years.

To Jobbers and Retailers—If your stock is low, replenish now and start the new year with this old reliable profit winner. I caution you again about the cheap envelopes for photo mailing. Remember, Cheap Goods do not increase the number sold. When a customer wants 6—he will buy but 6, no matter what the price. You'll protect your profits by ordering Lavette's only.

You ought to know them—place your order now

	Price to Retailers	Price to Consumers	Packed
Cab. Size—4¼x7 inches	$1.00 per 100	2 for 5 cents	100 in a box
No. 2—5¼x7¾ "	1.50 " "	3 " 10 "	100 " "
" 3—6x8¼ "	2.50 " "	5 cents each	100 " "
" 4—8¼x10½ "	3.50 " "	10 " "	50 " "
" 5—6x10½ "	2.50 " "	5 " "	100 " "
" 6—8¼x11½ "	3.50 " "	10 " "	50 " "
" 7—8¼x13 "	3.50 " "	10 " "	50 " "
" 8—7x9½ "	2.50 " "	5 " "	100 " "
" 9—12x14½ "	4.55 " "	15 " "	50 " "
" 10—10x12 "	3.75 " "	10 " "	50 " "

Display box containing 60 envelopes or 1 doz. each of 5 different sizes, $1.75 per box. For sale by all up-to-date jobbers.

For samples, circulars, etc., write to

H. C. LAVETTE Patentee and Sole Manufacturer

Telephone Monroe 6778 **224 S. Jefferson St., Chicago**

These Two Big Factories Were Builded on the Solid Foundation of Quality and Service

Where our Cabinets are Made—Factory No. 1.

This phenomenal growth in the past thirty-two years reflects your prosperity if you are one of our exclusive dealers.

Our wish for more general prosperity prompts us to cordially invite you, who are not handling our products, to investigate our plans.

Where our Supplies are Made—Factory No. 2.

Chicago Salesrooms
319-321 W. Adams St.
New York Salesrooms
394 Broadway

THE WABASH CABINET CO.

Manufacturers of Systems, Filing Cabinets, Filing Cabinet Supplies and Fine Cabinet Work.

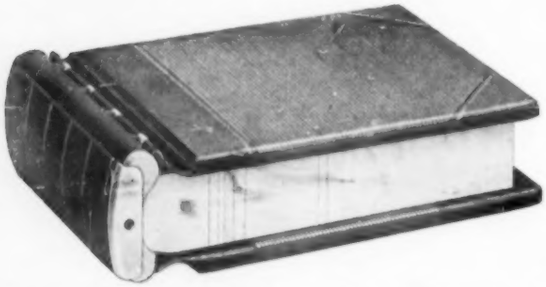
Main Salesrooms, Executive Offices and Factories

Established 1883 WABASH, INDIANA

Current Catalogs, Leaflets, Circulars, Price Sheets and Samples furnished on request.

When Speaking of Modern Ledgers

the first thing to say is "P. & M"; then you might indicate whether you prefer



THE SCREW BACK

THE SPRING BACK or

THE BALL BEARING

"YANKEE AUTOMATIC"

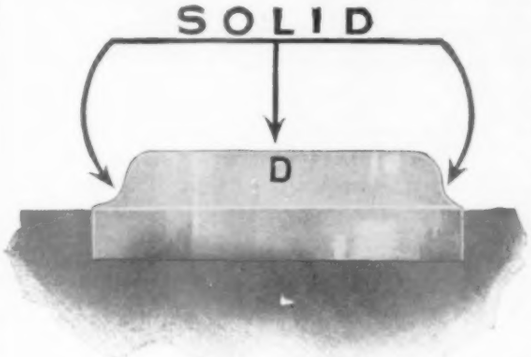
ALL THREE TYPES ARE AT LEAST TWO YEARS AHEAD OF COMPETITION

The Accepted Standard for Machine Bookkeeping Systems

THE PLEW & MOTTER COMPANY, CHICAGO

A SOLID CELLULOID TAB GUIDE CARD

That means the strongest, most practical and sanitary guide card you can buy at any price. In the tab is the wear.



THE HUB-O SOLID CELLULOID TAB
Made in 1", 1½", 2" width Tabs.
Patd. 11-10-14.

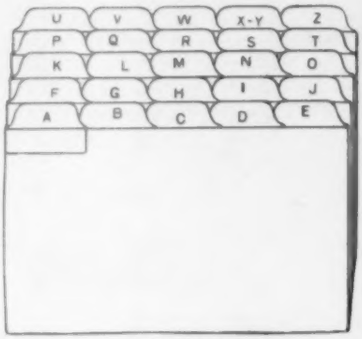
Here is where

The Hub-o Solid Celluloid Tab Guide

is supreme. This guide has a tab made of solid celluloid (not merely pasted over a card tab, but solid celluloid through and through with no exposed edges). It is pleasing to the eye, clean, sanitary, and will outwear five of the ordinary kind. It cannot soil, break or fray.

Send for free sample, prices and catalogue. Made in card, letter, legal, invoice and special sizes.

The J. C. Hub Mfg. Co.
Cleveland, O.



Set No. 25.
SOLID CELLULOID TAB GUIDES.
Made in Pink, Blue, White Tabs.
Patd. 11-10-14.

PROUDFIT

As A Catalog Binder

No Limit to Its Possibilities!

Made in all bindings, styles and sizes, with or without handles. **Opens flat** and saves several pounds in weight and several inches in width over post binders. Catalog No. 23 is now ready.

We make "Proudfits" for every possible Loose Leaf use

THE Proudfit LOOSE LEAF Co.

FACTORY AND MAIN OFFICE:
GRAND RAPIDS, MICH., U. S. A.
BRANCHES IN ALL LARGE CITIES

COMPLETE MATCHED SUITES

GRAND RAPIDS STOW-DAVIS MICHIGAN

BANK AND OFFICE FURNITURE

GIVES A SERVICE TO YOUR TRADE

"OUR OBLIGATIONS DO NOT STOP WHEN YOU BUY"

A NEW DEPARTMENT

for your Customers' service is at your disposal. We will help your trade plan and equip an office, assuring the greatest efficiency, economy, and harmony of arrangement.

A SAMPLE

of the quality of design and workmanship of all our furniture is shown in the desk of Doric design below.

AN OFFER

Let us give you the benefit of our 30 years' experience, and supply you with interesting information regarding the progress made in Complete Matched Office Suites.

Write Us Now.

STOW-DAVIS FURNITURE CO., GRAND RAPIDS, MICH.

The "Desk with Brains"

Better Office Arrangement

Good office equipment, properly arranged, makes for better business. Many a man well realizes the business value of wearing good clothes, but sits in an office which does little credit to his taste, judgment and character.

Why not let your office, in its appointments and their arrangement, truly represent yourself and your business?

Browne-Morse Cabinets

are designed to meet the individual requirements of modern business men. Made of finest hardwoods, handsomely finished, they make an office not only more efficient, but more attractive.

The "Desk with Brains" consists of sections, which build up to make a desk *to your order*, exactly suiting your individual requirements.

On the best arrangement of your office furniture, we shall be glad to give you expert advice. Where to place your cabinets? Which way should your desk face? Ask us.

Suggestions and literature on modern filing equipment sent free. Write for it on your letter-head.

BROWNE-MORSE COMPANY
102 McKinney Ave. Muskegon, Mich.

To Dealers:—The Browne-Morse line is favorably known to you as well as the general public, on account of its high standard of quality, its completeness, and its moderate prices. National advertising adds to its stability.

Why not drop us a line and learn about the interesting proposition we make to dealers?

BALLOU
PENCIL POINTER

Complete, Durable and Reliable

The object of the manufacturers in placing this pointer on the market is to furnish a FIRST CLASS article which will MEET ALL REQUIREMENTS. The best material is used throughout, and the workmanship is of the BEST.

"The Pointer of Many Points"

"Sharpens Without Shortening"

The "Pointer of Many Points" signifies points of superiority in construction, new features and variety of pencil points obtainable.

STYLE OF POINTS: The Ballou Pencil Pointer has PARALLEL TWIN SPIRAL CUTTERS which produce *INVOLUTE CONCAVE POINTS.* This is an entirely new principle in pencil pointing, producing a long concave lead point affording long use without re-sharpening, and thereby reducing waste. Without considering loss of lead by breakage, re-sharpening alone wastes one-half of the lead.

VISIBLE POINTING. The Ballou shows you *EXACTLY* what kind of point is being produced.

DURABILITY OF CUTTERS: This is not mere "selling talk"—it is actual fact. The reasons are:—first, the adjustment for points of different lengths avoids continued use of the same cutting edge; second, the angle and character of the cutting edge; third, the mode and direction of cutting resulting in the minimum of "lead cutting"; and fourth, the exceedingly hard steel used.

SIZE AND KIND OF PENCILS: Will sharpen all kinds and sizes of lead pencils and crayons, including the so-called "paper-pencils."

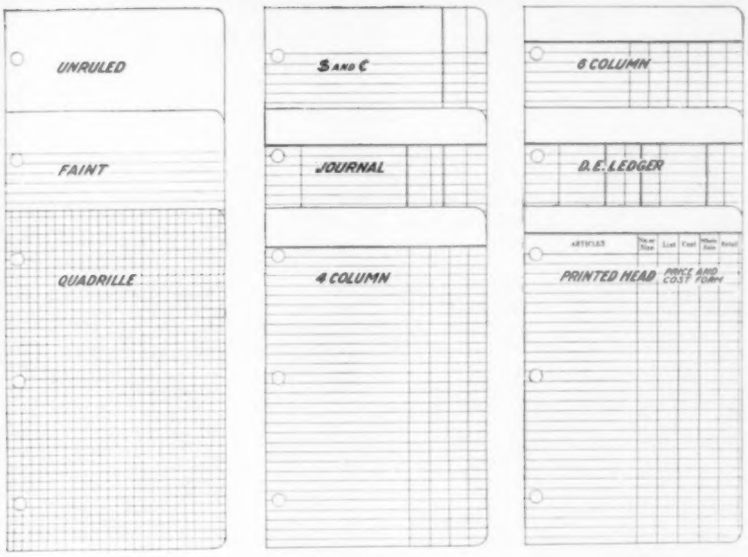
THE BALLOU METHOD OF CUTTING: Controlled by an ADJUSTABLE STOP, INDEPENDENTLY OF THE PENCIL, positively makes WASTE IMPOSSIBLE.

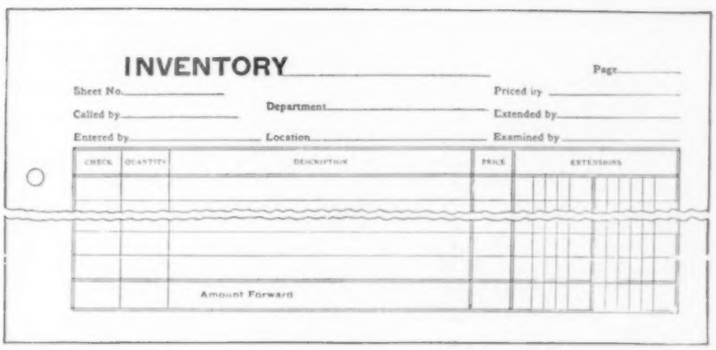
Price $5.00

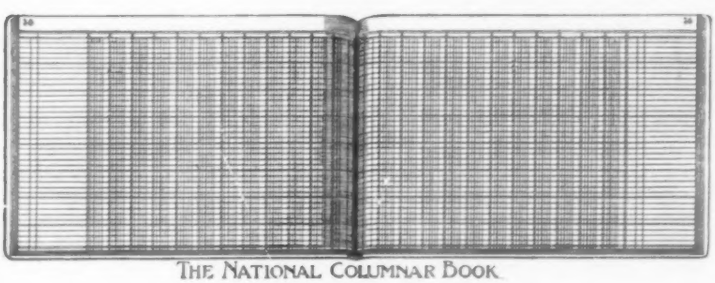
Dealers: This is your opportunity to make more money on a basis of satisfaction to the user. WRITE AT ONCE for quantity discounts and full particulars.

The Ballou Mfg. Corporation
109-111 Leonard St., New York City, U. S. A.

NATIONAL







THE NATIONAL COLUMNAR BOOK

NATIONAL PARCEL POST RECORD.

Rulings Favorable to All

ACCOUNTANTS, bankers, clerks, doctors—down the whole alphabet to salesmen, students and stock brokers—are sure to find in the nine stock rulings for the National Simplex Loose Leaf Price Book a ruling that will suit them to a T.

In reality this is a high grade pocket, or desk memo, according to size. The fillers are punched with two sets of ring gauges to accommodate standard and National centers. They are made of high grade bond paper with Indexes of buff linen ledger paper. Covers are offered in either Genuine Black Morocco or black imitation Morocco. Both styles carry a pocket in cover.

NATIONAL Loose Leaf Inventory Record Sheets form a rapid system for taking stock. The sheets properly numbered are distributed, each team's allotment placed in a Devon Sheet Holder, enabling all departments to work simultaneously. The filled sheets are collected promptly, extended and filed in the binder, which becomes the permanent Inventory Record. Sheets are printed and ruled on both sides; and punched to fit 3/16" Post Binders, Ring Binders and Prong Files.

NATIONAL Columnar Books are universal favorites because they take the place of special forms, formerly ruled to order. They embrace 4, 6, 8, 10 and 12 columns; 16 columns to right, double page form; 18 and 24 columns, double page form, etc. Next time you have a job of special ruling, first ask your stationer to show you National Column Books and see if the ruling wanted is not there.

The national need for a Parcel Post Record has been anticipated in the National Line. There are two sizes: 8 5/8 x 10 1/2 and 9 x 14 1/2. Bound in full duck, with Russia corners and spring back.

Sold by the best Stationers everywhere.

National Blank Book Co.
HOLYOKE, - - MASS.

BLANK BOOKS

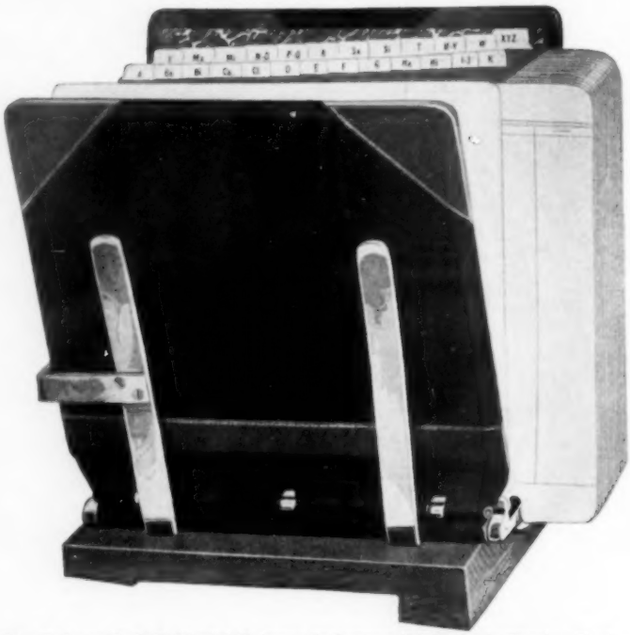
Binders and Supplies

For Burroughs Posting Machines

DeLuxeLine

We make the De Luxe Style B-M Binders for ledger work — and the De Luxe Postless Ledgers for Statement work.

Complete Demonstrating Outfits Sent on Approval.



The De Luxe Style B-M with Pubreco Indestructible Index in Posting Rack. Illustrating the Shifting of Leaves, Carrying Changed Accounts.

Write for System Bulletin No. 1.

It describes our complete line of supplies for users of Bookkeeping Machines, including Current and Transfer Binders, Sheets and Indexes.

The **De Luxe Style B-M** and **Postless Ledgers** are proving daily our claim that the only binders which will stand up under the hard service in connection with Bookkeeping Machine Systems are those with screw lock, vice grip mechanism—Our equipment for Bookkeeping Machines is built for **speed, service,** and **satisfaction.**

Wilson-Jones Loose Leaf Company

Chicago and New York **Home Office, 3021 Carroll Ave., Chicago**

Commence the Year Right

If with pleasure you are viewing any work a man is doing,
If you like him or you love him, tell him now,
Don't withhold your approbation till the parson makes oration,
And he lies with snowy lilies o'er his brow;
For no matter how you shout it, he won't really care about it;
He won't know how many teardrops you have shed;
If you think some praise is due him, now's the time to slip it to him,
For he can not read his tombstone when he's dead.

More than fame and more than money is the comment kind and sunny
And the hearty, warm approval of a friend,
For it gives to life a savor, and it makes you stronger, braver,
And it gives you heart and spirit to the end;
If he earns your praise—bestow it; if you like him let him know it;
Let the words of true encouragement be said;
Do not wait till life is over and he's underneath the clover,
For he can not read his tombstone when he's dead.

—Fine Arts Journal, Chicago

OFFICE APPLIANCES

P. A. HOFFMAN
PRESIDENT THE SMEAD MANUFACTURING COMPANY, INC.
HASTINGS, MINN.

Office Appliances
February, 1915
See Page 73

OFFICE APPLIANCES
THE MAGAZINE OF OFFICE EQUIPMENT

Vol. 21. No. 2. FEBRUARY, 1915

PUBLISHERS' POINT OF VIEW

We Settle a Dispute.

RIVAL claimants to the prototype of Office Appliances improved have announced themselves. A representative of a western monthly in his canvass for business, presses the claim that his publication is the genuine, signed-by-the-artist original, while the publisher of an eastern monthly throws down the gauntlet to his rival by the bold assertion in reading matter at top of column next to pure advertising, that his own is the Simon-pure, blown-in-the-bottle, old sarsaparilla model.

We hope to avoid the fate of the late Mr. Paris of Olympus in that little incident with the late Misses Juno, Venus and Minerva, by the frank statements that we are indebted to the publications of both champions; that neither journal served as a pattern, however, candor impels us to state.

Far be it from us to withhold credit where credit is due, and we do freely and truthfully acknowledge our obligation to the western publication, which has so frequently stood forth a shining example of—several things to avoid. And to our eastern champion we here express without stint our gratefulness for a continuous, comprehensive and impressive exposition of the sublime art—how NOT to do it.

With this fair division of our appreciation we trust that the disagreement between our two heroes will speedily terminate. Such zeal and chivalry should be devoted to common cause.

But—if the friendly insistence of these knightly rivals still urges a pattern, we must in justice pass the credit to Geyer's Stationer and Walden's Stationer and Printer, which have for nearly forty years and nearly thirty years, respectively, appeared in the chosen dimensions which their own long usage has helped to standardize. Although not conscious of making pattern of any publication, but with the intent of accepting the standard of size set by a hundred publications, in which are employed the 9x12 dimensions and the two-column arrangement, we do with great pleasure acknowledge that we have several times during the past eighteen or twenty years received inspiration from the good work done for the trade by these two old friends.

Note.—If there be any claimant for priority in the use of cream-tinted paper, let him speak now or forever hold his peace.

Friends Approve New Office Appliances.

NO NUMBER in the history of this magazine ever produced so many commendatory letters as the January number. The publishers of Office Appliances have always avoided asking for "testimonials," yet from time to time many voluntary letters of commendation have been reecived, each one sent on the sole initiative of the writer thereof. The temptation is strong to publish some of the letters, congratulating the publishers upon the appearance and contents of the January number, but we realize that subscribers take the magazine for a different purpose than to read its praises.

We take this opportunity to thank all of our friends who have given words of praise and encouragement. These letters have brightened the day's work and made rough places smooth. We shall endeavor to make the magazine better and better and thus strive to merit the good opinion of our friends.

Don't Deny the Traveling Man.

MEMBERS of the traveling fraternity frequently complain of the scant courtesy they receive from buyers, who by constant procrastination keep them on expense for days at a time before they are ready to see the salesman and talk business. This sort of treatment is not the result of intentional discourtesy on the part of the buyers, we are sure, but it arises more from carelessness and thoughtlessness. There should be some way of impressing the fact upon buyers that traveling men come a long way to see them; that their time belongs to their employers, and that hotel bills and incidental expenses amount to a considerable figure. Whatever delays the traveling man, therefore, in his trip, increases the expense that his house has to pay and adds to the cost of selling the goods. Buyers, in justice to the houses with which they do business and to the men who come to see them to sell goods, should make every effort either to see traveling men immediately as soon as they call, or to make a definite appointment with them at the earliest possible moment. We know traveling men who have had from three to six different appointments with the same buyer, all of which have been broken or delayed. Let it be understood that the traveling man does not expect that the buyer will drop everything to see him, but he does expect a specific appointment and an earnest and sincere effort to keep it.

Office Appliances believes that it is the best policy for all merchants, in fact for all men who see traveling men, to give everyone a few moments' time at any

rate, whether one is on the market or not. There are men who make a practice of seeing every traveling man who comes along, for even if they do not buy they frequently get valuable information. A traveling man is the advance guard of the commercial host. He is the eyes and ears of industry and is the first man who is sensitive to changes in the business barometer. There is no more valuable class of men to talk to than commercial travelers, whose minds are sharpened by constant contact with practical business men in all parts of the country.

We hope that some buyer will adopt the suggestions in this editorial.

Buy It Now.

THERE is a "Buy it Now" movement in several states of the Union. The originator has hit upon the happiest slogan possible to bring about the conditions for which we have been hoping. Those conditions are on the way but "Buy it Now" insures the early advent of the prosperity which we expect.

Herbert N. Casson asks, "Why are American factories not running night and day?" Edison asks practically the same question. The answer is, "Just because we are not buying it now." The five hundred or one thousand dollars we put into circulation, in fact all that we spend, goes on its way increasing in bulk like a snowball rolling down hill. Therefore, buy now what you must buy sooner or later, and give prosperity a start.

Clean Furniture Important.

THE furniture dealers of the country are commencing to wake up to the fact that the office furniture business is being rapidly taken away from them by the stationers and office equipment dealers, and in various sections a movement is being started by the furniture men to recover this trade which they once possessed exclusively. If office equipment dealers would retain this office furniture business, which is logically theirs, they must keep awake and keep alive and abreast of the times.

Part of the furniture man's training is to keep a neat store, a clean stock and to display his furniture in an orderly and attractive manner. Cleanliness, order, convenience and harmony of store surroundings and interior—a comfortable and attractive air—a spirit home-like and quietly elegant—these are the things the expert furniture man understands and they are essentials which office equipment men should not fail to study and to master. Office equipment men should take a leaf from the book of the furniture man. The latter understands that he must keep his furniture stock clean by daily dusting and polishing. This is not merely for the sake of keeping a neat store, but it goes deeper than this, for furniture, no matter how cheap it is or how expensive it is, must be kept clean and well polished else it will lose its luster and, correspondingly, much of its value as salable stuff. Furniture men clean up their furniture every day just as the housewife dusts and polishes articles in her parlor. It is a fact that accumulated dust and dirt eat the polish off of furniture and destroy its luster. There are chemicals in the dust of the air which attack varnish, and for this reason furniture must be kept in proper condition.

Many stationers are not noted for the neatness with which they keep their stores. Let them begin immediately on such office furniture articles as they carry. Keeping these in order, cleaned and polished will demonstrate the desirability of keeping other things in order as well. In many cities the only way to prevent considerable loss by deterioration of stock lies in this daily dusting and polishing. This is important everywhere with regard to office furniture and is but little less important with regard to other articles of stock.

Keeping clean is a practical economy which cannot be overlooked.

A Message on Foreign Trade.

ON December 29 last the Hon. Charles S. Sherrill, late American Minister to Argentina, delivered an address before the annual meeting of the American Association for the Advancement of Science at Philadelphia in which he uttered a strong appeal for a "new freedom to our railroads and our dying merchant marine so they can aid our crusade for foreign trade, and permit American labor employers to combine abroad so as to successfully compete there against foreign combination paying much lower wages." "Rip Van Winkle has awakened," said Mr. Sherrill, "from his long repose in the Catskills of home trade, but the first few attempts to stretch himself have revealed that clinging creepers have grown about his limbs."

Mr. Sherrill described the shipping situation in clear terms and gave information with which the average American is not familiar. He said that the study of the railroad rebate evil has led people to understand that this is but a trifle in comparison to the toll extorted by the so-called foreign shipping conference combine in ocean freights, annually transferring from our pockets to foreigners' six hundred millions of dollars for freight, insurance, etc., not only bleeding us financially but leaving the foreigner in possession of the ships, with his factories protected against our competition. In 1910 carrying rates for grain and cotton were .03 and .12 respectively; after the foreign shipping conference combine had driven independent vessels off the seas, the rates were "readjusted" to .10 and .45 respectively. Americans, said Mr. Sherrill, are now beginning to insist that an American merchant marine be made possible, so that Americans may be protected from further extortion of this sort.

America does not encourage manufacturers engaged in foreign trade. Foreign governments do encourage their manufacturers. Our interstate com-

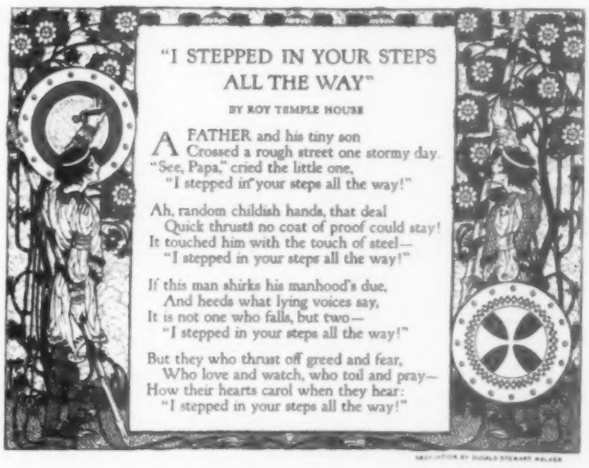
merce laws forbid reduction of rates on products sent to the seaboard for export. All rates must follow a uniform schedule between given points. Combinations of manufacturers to facilitate foreign trade are forbidden by the Sherman law against trusts and combinations. Governments abroad do not place such restrictions upon industry, but encourage by every means possible the advancement of overseas trade.

Only eight per cent of the foreign business of Americans is carried in American ships; for the remaining 92 per cent American shippers must pay whatever rates the foreign shipping combine chooses to charge—and there is no appeal from the rates they impose—no way of avoiding them except by refusing to ship our goods.

The present tariff law as it was originally drawn granted five per cent reduction in duties on goods brought to the United States in American ships. Certain foreign governments immediately protested that such a clause was in violation of certain treaties, and, upon the advice of the Attorney General of the United States, the offending clause was stricken out. The speaker denied emphatically that Americans are helpless even in this situation. Each treaty contains a clause permitting either party on notice generally of one year to terminate it. No breach of treaty is necessary; simply a notice to terminate the arrangement. "To serve general notice that unless these treaties are so modified as to give us back the freedom of 1789," said Mr. Sherrill, "we intend to avail ourselves of the abrogating clauses, would gain us respect from those very foreign chancellories which today laugh openly at their success in catching our merchant marine in their net of treaties. It would be both interesting and useful for us to learn which, if any, of those foreign chancellories would decline to make such modifications, and thus force us to serve the required notice upon them!"

Mr. Sherrill concluded his address in the following words:

"This message comes from no youthful debating society, nor is it prefaced by the word 'please'—it comes from thousands of men, full grown in their heads as in their bodies, business men who have organized to protect their rights and to get what they deserve, and have come to know of certain impediments thereto which they properly expect to have removed by the government which they themselves elected. No untried remedies are being sought—two of them have been successfully tested by the German government, and the third by our own dear country under the guidance of Washington and Jefferson. Here is the message—but what will our government do about it?"



"I STEPPED IN YOUR STEPS ALL THE WAY"

BY ROY TEMPLE HOUSE

A FATHER and his tiny son
Crossed a rough street one stormy day.
"See, Papa," cried the little one,
"I stepped in your steps all the way!"

Ah, random childish hands, that deal
Quick thrusts no coat of proof could stay!
It touched him with the touch of steel—
"I stepped in your steps all the way!"

If this man shirks his manhood's due,
And heeds what lying voices say,
It is not one who falls, but two—
"I stepped in your steps all the way!"

But they who thrust off greed and fear,
Who love and watch, who toil and pray—
How their hearts carol when they hear:
"I stepped in your steps all the way!"

A Gem in Verse Which Bears a Moral For All.
—From the Ladies' Home Journal.

Rebates Versus Free Goods.

AN EASTERN manufacturer who desired to build up a larger sale of his goods in Chicago by means of coupons redeemable in merchandise at stationery stores finds that the Chicago stationers look upon the difference between redeemable rebate coupons and free distributions of goods among consumers as precisely the difference between tweedle-dee and tweedle-dum. They point to the resolution adopted at the last convention of the National Association of Stationers and Manufacturers to the effect that manufacturers of inks and adhesives be still more strongly urged to discontinue the practice of giving away salable goods as premiums. Members of the trade urge that the spirit of this resolution applies to rebates by means of coupons and that it is applicable to merchandise other than inks and adhesives.

The plan of the manufacturer, broached as something different from the average run of commercial propositions to stimulate the increased sale of merchandise, did not find special favor, it is said, among the commercial stationary trade of Chicago. The manufacturer is well known, well liked and highly respected, and his goods are of absolutely reliable, standard quality. The Chicago trade, it is understood, will lend every assistance possible to the advancement of his interests consistent with their own interests and those of manufacturers whose goods are already in daily demand.

The point of the matter, it seems, is this: That business, in the opinion of the Chicago trade, should not be built up by free offers or rebates where such a system interferes with prices and takes business away from concerns which have created demand for their goods upon the solid foundation of good advertising, reliable merchandise and long co-operation with local and national trade. Those who would enter competitive lists in a community where others are established in the same line should be willing to take the time to build demand by means of local advertising, the establishment of an office with sufficient stock for immediate deliveries, and steady, consistent, co-operative work; thus demonstrating their intention of becoming part of the community's business life.

The Situation in the Typewriter Trade.

REPORTS from the main offices of several of the principal typewriter companies are of an encouraging character, for, while they do not presage a boom in the industry, as some newspaper articles would apparently lead one to expect, yet the situation is undoubtedly much better than it was a few months ago, and there are certain indications that this improving condition may be expected to continue without serious setbacks. The situation as viewed by more than one company, seems to be summed up in the words of the president of one of the big typewriter concerns in the East: "While there has been a little strengthening in trade, it has not been such as would warrant any boom talk, especially in the paper."

J. W. Earle, president of the Remington Typewriter Company, in a letter to Office Appliances, says:

"Our American business has been well maintained, and there has been an increase in activity this month, but of course we have suffered greatly in our foreign trade. We have received many orders from abroad, however, during the last four weeks, but can hardly expect a complete return to normal conditions while the war lasts."

Neal D. Becker, president of the Hammond Typewriter Company, says:

"I would say, speaking for the Hammond Typewriter Company, that the situation in our part of the typewriter industry is gradually improving.

"During the past few days we have received substantial cable orders from South America and from neutral countries in Europe, which seem to indicate a gratifying resumption of activity on the part of typewriter dealers in those lands. Strange to say, also, our English business is better than it was a year ago at this time.

"So much of our export business was in the countries other than England, actually engaged in the war, that we have not resumed manufacture on quite so extensive a scale as prior to August 1st, 1914. However, we are running our factory every day, and have a larger force than at any time since September 1st; indeed, we have now nearly the full force at work."

Evidently the experience of the Elliott-Fisher Company justifies a degree of optimism, for President G. F. Watt says:

"I am gratified to be able to say that, beginning with November, there was a decided improvement in the volume of sales of our high grade office appliance, and the prospects for this year are very bright, indeed; much more so than one would have supposed could be possible with a world-war of such magnitude continuing."

Benn Conger, president of the Corona Typewriter Company, Inc., Groton, N. Y., says that in his opinion American manufacturers have nothing to fear of the future. The crisis has been passed. The European war gave the Corona Typewriter Company a setback, owing to the difficulty in making foreign shipments, but now practically all the ground lost has been regained. In October, Mr. Conger says, the Corona company established a new high record for domestic sales, and beat this record in December. Export business is, however, far from normal, but notwithstanding this fact the total factory output is now up to the average mark. He regards the outlook as very encouraging. Several departments of the factory are running on full time.

Lee S. Burridge, president of the Sun Typewriter Company, expresses the belief that if any factories are running on full time it is due to some special attempt or plan to develop sales on new lines. Mr. Burridge believes that one hopeful prospect is that when the war ceases the foreign demand should be greater than ever, not only because of the destruction of property, but because the markets all over the world having had no supply of writing machines for a long time, will need a greater supply to make up for the period of inactivity.

G. W. Campbell, president of the Victor Typewriter Company, says that the business of that company is increasing and that its character is improving. "We are," says Mr. Campbell, "very optimistic in regard to the future condition of this country. I personally believe that we must forget that there is a war and that as soon as we do that and get right down to business and hustle, our domestic business at least will be up to normal condition."

¶ THE "GLORY OF DYING FOR ONE'S COUNTRY" IS A SENTIMENT OF THE SURVIVORS, EXPRESSED IN FUNERAL ORATIONS, OBITUARY NOTICES AND POETRY. EVERY MAN MUSTERED IN HOPES TO AVOID IT.

Ike Millikan says: "There is real glory in living a decent, industrious life for one's native land.

A. Hoosier

WHAT NATIONAL CONVENTION ACCOMPLISHED

Digest of Report by Fletcher B. Gibbs, Showing Some of the Practical Work Done by the National Association of Stationers and Manufacturers in 1913-1914.

[Editor's Note.—It will be observed that all of the recommendations touched upon by Mr. Gibbs in his report are of a highly practical character, and that the association is doing work which deserves the cordial support of every member of the organization and of stationers everywhere whether or not they are members of the national association. Mr. Gibbs' report goes far toward demonstrating that stationers who are not members should immediately join the organization and participate in the work, helping to carry on efforts which are now bearing fruit, in order that conditions in the trade throughout the country may be advanced and the stationery business put upon a permanently profitable foundation.]

AT THE meeting of the Chicago Stationers' Association held immediately before the Philadelphia convention Fletcher B. Gibbs was appointed delegate of the association to attend the Philadelphia convention, and to represent the Chicago association in the councils of the national organization. Following the regular custom in such matters Mr. Gibbs presented his report on the Philadelphia convention at the first regular meeting of the Chicago association following the national convention. That meeting, as reported in the last number of Office Appliances, took place early in December last, and one of the features of the gathering was the report of Mr. Gibbs.

The work of this organization is of such immense practical importance and has resulted in such marked advances in business methods and in policies of manufacturers toward retailers and vice versa, that Office Appliances deems it important to give a resumé of Mr. Gibbs' report and to bring out as forcefully as possible those features of the association's work which render it increasingly worthy of enthusiastic support.

Mr. Gibbs opened by stating that the tenth annual convention of the National Association set a new record, both in attendance and interest, and the proceedings throughout the meeting were indicative of the strong character of the organization. The receipts of the convention totaled $5,610. A total of 565 people registered, or 61 in excess of the number registered at Springfield a year ago.

The annual address of President Courts emphasized important suggestions. He recited the progress made by the organization and laid special stress on the accomplishments of the National Catalogue Commission headed by Robert D. Patterson, and assisted by chairmen of standing committees. *Mr. Courts' suggestion regarding the necessity of sending business men to Congress was brought out emphatically*, and Mr. Gibbs cordially seconded the earnest recommendation of Mr. Courts on this subject.

The membership of the association according to the report of the secretary has increased from 725 to 811, and this in the face of 47 resignations and 15 dropped for nonpayment of dues. The secretary's report shows that more is being done by a greater number of members now than ever before in the history of the association.

The report of the treasurer showed a balance on hand of $1,729.45, but it demonstrated that the expenses of the organization are gradually growing larger as the scope of its work increases, so that it is necessary to enlarge the membership or to demand larger annual dues if the organization is to continue to accomplish the increasing work expected of it.

The salient features in the report of the Board of Control were pointed out, that affecting stationers *most directly being the suggestion of the Board to manufacturers that they ought not to sell to curbstone brokers and peddlers at the same discounts quoted to regular dealers. The National association is alive to this particular evil and is adopting steady pressure to overcome it.*

The association, working through the National Chamber of Commerce and represented in that body by National Councillor Fletcher B. Gibbs, has been influential in the appointment of a special committee to *investigate the subject of resale prices and, if possible, after consideration of the question, to draw a bill to be presented to Congress giving manufacturers the right to make and maintain such prices.* This matter will go before the entire Chamber of Commerce of the United States for a referendum vote, which, if it is in favor of the proposition, will bring the matter before Congress in the ordinary course.

The report of the National Catalogue Commission was an interesting document. *The Commission published during the year as many bulletins of recommended minimum prices as possible.* Owing to insufficient funds it could not put out all of the bulletins it has prepared. The Commission had on hand at Philadelphia about two hundred pages of copy ready for issue, which it turned over to the succeeding Commission. The fact that Robert D. Patterson consented to his own reappointment as chairman of the Commission is gratifying to stationers throughout the country, who are greatly indebted to the Catalogue Commission *for the labor it has already performed in recommending a reasonable basis of profitable prices.*

The report of the Committee on Inks and Mucilage contained some important suggestions. First, *that*

manufacturers of inks and adhesives be still more strongly urged to discontinue the practice of giving away salable goods as premiums. Second, that the incoming committee on inks and mucilage be instructed again to take up the subject of *price-labeling bottles, and that both the manufacturers and the stationers give this their earnest consideration in order to develop a mutually satisfactory plan.* Third, the committee recommended an expression of opinion on the part of the association to the effect that private brands of inks and adhesives do conflict with the mutual interests of manufacturers and stationers, and that where they are nevertheless maintained they should be sold at the prices charged for corresponding goods of the highest grade.

The report of the Loose Leaf Committee contained this pertinent recommendation, viz.: That with the approval of the committee and of the manufacturers, it is recommended *that manufacturers sell through the stationery trade only, and under no circumstances enter into competition with the dealer by offering their products direct to the consumer,* except in towns where they have no local dealers, in which case they are to sell the consumer at retail prices. The manufacturers reserved the right to meet competition of other manufacturers of their own class by selling direct to certain large corporations where such action is not detrimental to the interests of the local trade.

The report of the Committee on Hardware and Glassware dealt with several important matters, among which the subject of more careful packing of goods by manufacturers received attention.

The report of the Committee on Pens, Pencils and Drawing Materials contained *an analysis of the possibilities and difficulties of the drawing material business when operated in conjunction with the stationery stock.* This is a pertinent subject of interest to all stationers. Some discussion of it will be found in the January number of Office Appliances.

The Committee on Miscellaneous Items presented a *series of helpful suggestions as to attractive methods of displaying numerous apparently unimportant but useful items, whose channels of consumption have been overlooked or ignored by many dealers.*

The subject of carbon papers and inked ribbons was ably handled. It was shown that stationers have taken a back seat on these lines because of their *lack of technical knowledge of the goods, broken lines, non-standard stocks and erratic prices.* Vice-president Barkerding of Mittag & Volger, Inc., followed this report with a strong talk upon the possibilities of this class of goods when properly handled. Mr. Barkerding is an expert in the ribbon and carbon line. The text of his talk will be found in the November number of Office Appliances.

A suggestion made by the Committee on Rubber Stamps will bear consideration; viz., that results mutually beneficial can be accomplished by holding joint meetings of local stationers' associations and rubber stamp makers' associations.

The report of the Committee on Files and Office Furniture contained fifteen useful suggestions relative to the handling of this class of goods. The special committee appointed to investigate conditions resulting from direct selling by manufacturers and jobbers to consumers, reported a considerable abatement of the evil so far as manufacturers are concerned, but they say that in some of the large cities a number of the leading jobbing houses have taken up the retail business in a serious way, selling to the consuming trade at cut prices. The committee *believes that there is only one remedy and that remedy is an appeal to the different legislative bodies asking the right for manufacturers to prescribe retail prices at which merchandise should be sold, and enable such manufacturers to force the sale of the goods at such retail prices, either when sold to retailers direct or through a jobber.*

The Committee on Stock Catalogues, a special committee appointed by the president, struck a popular chord. Its report contained many interesting facts and figures. *As a result of its report the committee was continued and empowered to study the subject further in order that a practical stock catalogue which may be used generally by dealers as an advertising medium may be gotten up.*

The Committee on Standardizing emphasized the apparent *need of a standard method of accounting which can be readily adapted to the business of the average stationer, and of a character which will assist him correctly to determine the cost of doing business.* The same committee was directed to continue its work during the present year.

OFFICE MACHINES AND MODERN IDEAS

A Suggestion or Two Intended to Stimulate Thought by Readers on the Influence of the Mechanical Reproduction of Words and Figures on Modern Ideas and Processes.

IT IS no exaggeration to say that the office appliances business is the most thoroughly alive of any industry in the world at this time. While its development dates practically from the invention of the typewriter, nevertheless no part of it has become generally standardized. There is not even a standard typewriter, although the greater number of machines have what is termed a standard keyboard, and writing machines have come to conform to something like a similarity of appearance. Yet in both these respects there are conspicuous and successful exceptions. Even the typewriter, old as it is by comparison with some of the newer machines, is instinct with all the vitality of youth, and not a month passes that does not record some improvement patented by an inventor and eagerly purchased by one or another of the leading companies. Thus we have the curious fact that a machine which has been on the market for more than forty years is still apparently as vigorous in its development, with as strong a grasp upon the imagination of inventors and the public, as it had when its amazing utility was first generally recognized.

It seems almost as if there is to be no end to improvements in typewriting machines and no limit to their practical application in the affairs of life.

The typewriting machine is conceded to be the head of the office appliances industry. It is the very backbone of the business, and from its vigorous influence springs a whole system of other machines and devices which have gained their very existence from the product of the writing machine. When the mainspring of an industry is so powerful, the industry itself must reflect the impulse of the central force and partake of the same vigor and versatility.

As a pure stimulus to thought the production of typewriters has, we believe, been a greater force than any other invention since the discovery of movable type for printing. The typewriter has created not only a great industry in its own manufacture and sale, but it has opened avenues of employment directly and indirectly to thousands of men and women all over the civilized world. We take leave of the topic now with the thought that the writing machine has freshened diction, brought people closer together and created, as a direct result of its use, a more spontaneous and natural expression. We must realize something of this when we read the carefully laborious pen-written letters of half a century ago, with their rounded periods and sonorous expressions,—the product of an age in which all business relations reflected the time element to what seems a disproportionate extent.

The perfection of the typewriter, if it did not originate, most probably stimulated the idea of the adding machine, for, since it had been proved that a machine could be practical for setting down the letters of the alphabet, it was certainly not a far cry to a machine which would write and add figures as well. Today the adding machine industry is following on the heels of the typewriter in its importance and extent, and is a close second in the vitality which is evident in the invention and production of new and practical adding and calculating devices. While the use of adding and calculating machines cannot be so general as that of the typewriter, since the mathematical machine has only the field of figures with which to deal, yet nevertheless it will one day as surely possess all of that field as the typewriter is advancing to the possession of the entire field of written thought. The advances which adding and subtracting machines are making in the field of accounting are among the most remarkable features of the office machinery industry. These machines have been so perfected that operators with a little practice can use them for all arithmetical operations.

To trace the influence of the writing and the adding machine into all the fields in which it enters is too large a task to be undertaken without considerable preparation; but since this article is suggestive instead of informative, we may be permitted to offer one thought in conclusion for the consideration of readers. The thought is this:

That office machines have liberated the minds of business men and office workers from the bonds of small habits—from the habitual doing of those small operations which must be done by hand when machines cannot be obtained to do them. The reply to the day's mail is a matter of two hours' dictation, not the laborious writing of letter after letter in one's own imperfect handwriting nor in that of a secretary. The time of the bookkeeper is not consumed in adding up mentally tall columns of figures and in making cross calculations. A machine does all this for him in less time and with less likelihood of error. May we not believe that so many useful minds released from the bondage of small duties are left free for better and more constructive labor in the field of human progress? We like to think that all those things which make mechanical work—that is, work which by its daily repetition is essentially mechanical in nature—less and less subject to mental effort and more and more subject to the machine, are tremendous factors in the progress of the race, even though their influence is but little reckoned with.

Office Appliances Cut-Outs

¶ Cut these suggestions out and file them in some convenient card index drawer under proper classifications. They will supply a starting point toward the saving of much valuable material.

¶ Salesmanship is destroying bad habits by the only method which can eliminate evil: displacement. Nature abhors a vacuum and no evil is destroyed unless good is put in its place. Promotion of salesmen, increased commissions and salaries, advertising, team work, co-operation, quota contests, prize contests, sales bulletins, sales conventions, training schools for salesmen; these are all influences which make for better habits.—*Chamberlain.*

Knowing Where to Find It

¶ Said a university professor in a class lecture: "You can never hope to remember all the principles which will be useful to you in a profession. You cannot carry away in your minds for ready reference even all that may be given you here; but remember that the best and only substitute for an infallible memory is some systematic method of knowing where to look for what you want to know."

¶ No one can retain all the information, ideas and suggestions which come up in daily life without some system of preserving these things while they are hot. Let anyone keep track of the time he consumes hunting for information he once had but can't find! Let one do this for one or two ordinarily busy days. We venture that he will conclude that the time and cost of a system for keeping and locating ideas and information will pay dividends in time and money.

A LITTLE KINK

¶ Did you ever take a letter from an envelope and find it so evenly and accurately folded, end for end, that that you had to blow on the edges to start the unfolding process? In folding a letter this nuisance may be avoided by bringing the bottom of the sheet one-eighth of an inch below the top, so that the two edges are not exactly superimposed.

HINT TO A SALESMAN

¶ When you go into a man's office intending to sell him a machine or some other article you are handling, and find that he has installed the goods of your competitor—don't knock those goods! Remember that the prospective customer used his judgment in buying those goods—don't insult his judgment or belittle his acumen. Simply show him something more suited to his needs. Convince him that while his judgment was O. K., his information did not cover the field, otherwise he would be familiar with the X. Y. Z. machine, which was built, etc. Remember that the knocker makes more sales for the other fellow than he makes for himself.

MERCHANDISING OR SALESMANSHIP—WHICH?

A Few Suggestions Voiced in the Office of This Publication by Two Men Having Close Knowledge of Export Conditions.

ONE handicap which American salesmen abroad have to overcome, strange to say, is their own training. The American salesman is a man with a highly specialized mind. He is trained to go about and to get signed orders from responsible persons for whatever he happens to be selling. He sells his goods for money and for money only, hence, in the broad sense of the term, he is not a merchant. He follows salesmanship as a profession just as the lawyer's or the doctor's, and along certain given lines an able salesman becomes marvelously expert and successful. There are some who predict that the salesman of today will be succeeded by a new type of man who will have a broader conception of business principles. He will be, in other words, a merchant as well as a salesman.

The difference between the salesman and the merchant, it appears, is that the salesman has finished when he has sold the goods and got the order. The merchant goes a step farther—he looks to the conditions and surroundings of his customer if he is selling abroad, and tries to discover what his customer or his customer's district has which can be sold in the United States at a profit, and at the same time bring advantage to the customer or the customer's city. He sees the commercial proposition at a wide angle which takes in all the elements of prosperity for both sides of the sales proposition. It is but a step from this conception to broad, equitable, international statesmenship.

If we are going to get anything at all in foreign markets we must get it upon well tried, well demonstrated systems, and we must have regard for the experience of other and older houses both here and abroad who have succeeded in the export trade. Export business is something more than going in and taking orders. It means meeting exactly the terms of the customer—it means giving him, if he is a reliable person, the terms of payment which he must have in order to do business successfully in his country—it means proper packing, prompt shipment and service. Without these things Americans, no matter what the conditions, will never possess their share of foreign trade.

Here are a few examples which an experienced sales manager related the other day in the office of this magazine:

How a Chicago Man Made Money Coming and Going.

After the war started in Europe a young Chicago man went to South America as salesman for a line of woodenware which he sold at a considerable profit. He disposed of about $60,000 worth of goods, but he did not take his pay in money. He saw an opportunity, and instead of requiring cash against documents, which is the too common habit of Americans trading abroad, he took his pay in hides and made 20 per cent on the hides over and above the price of the woodenware he sold. To be sure there was in this transaction that element of chance which there must be in all business, but according to his best judgment at that time hides were a good business proposition. He happened to understand a little about the subject, therefore he made money going and coming. This was one of several examples of successful merchandising our friend told of, and the moral drawn from these experiences was that what we need in this country is less of the spirit of the salesman and more of the spirit of the old sailing merchant of New England, who took a cargo of red flannel to the antipodes and came back with three times its value in elephant tusks, or corals or cocoanuts.

What Some People Abroad Think of Americans.

The opinion of many foreigners regarding American business men is summed up in the following statement, told in our office the other day by one of the clearest headed sales managers in the country:

"I know an American salesman who has sold goods abroad for twenty-six years successfully. He says that the opinion of the foreigner concerning business men of the United States may be summed up in about this way: That we have the greatest merchandise the world produces; that we must have wonderful faith to make such a wonderful product, but that we use blankety blankety little of that faith in dealing with the foreigner. The foreign merchant, on the other hand, German, Russian and British, has gone so much farther in his commercial understanding and in his faith in humanity, that he will do business on the other fellow's basis—do business in compliance with his customs and meet his terms. Here is an example:

"One of the men abroad to whom this American salesman sold labels and cartons, was a biscuit baker named Murray, who was doing a large business. The salesman asked Murray why he did not add to his ovens, and he stated, 'I do not know how, as the ovens were there when I took the place.' The salesman then suggested that he send to the United States and get an oven, and not only would he get it but he would erect it and secure the closest instructions for operation. He was to use it sixty or ninety days, and if found satisfactory it was to be paid for. If it was not satisfactory the baker was to accept it as a present. The baker, of course, accepted the proposition, which was successful, and he not only sold Murray this oven, but sold and installed twenty more ovens for the same man and others at other points in Austria. This man

was a merchandiser as well as a salesman. He was able to see an opportunity and had the nerve to back his opinion.

"The difference between the merchandiser and the salesman is that the first concern of the merchandiser is that the buyer shall receive full benefit of value, while the first concern of the salesman is to sell the goods. *The popular conception of American salesmen abroad is that the goods are held in one hand while the other hand is outstretched for the money, and that the hand which is to receive the money is held in advance of the hand which holds the goods. Wherever American concerns have been merchandisers and not simply salesmen, they have obtained a foothold abroad.*

"For instance: An engineering concern in Melbourne was in need of a machine for cutting steel. There were three machines—one priced at one thousand pounds, made by a German firm, which would cut a bar in three hours; another made by a British concern was valued at two thousand pounds, and would cut a bar in two hours; another was made by a firm in America, valued at three thousand pounds, and undertook to cut a bar in twenty-three minutes. The adviser and mentor of the Austrian concern was an old Englishman, who urged them under no circumstances to consider the American machine, notwithstanding its wonderful guarantee. The engineers were a little more open-minded and they cabled the firm that they liked their claims but they distrusted them. The next day they received this cable: 'We have shipped you today the machine, charges prepaid, with careful instructions for erection and operation. If the machine does not live up to our guarantee that it will cut a bar in twenty-three minutes satisfactorily to you, dissemble it, returning it to us collect, and draw upon us for all cost or loss.' They were merchandisers and they got the business.

"Now these facts give us a reason why we need merchandisers instead of salesmen. Any good talker can walk into the office of the American manufacturer, tell him he can talk Spanish, and land a good job. But American manufacturers would better send deaf and dumb salesmen who understand their goods and are willing to prove the merits of their goods, than to send the good boys who have not the merchandising idea. The trouble with the American manufacturer is too great a desire for quick results. This has overbalanced his reason. He is unwilling to grant credit and to entertain confidence in foreign buyers. He wants the other fellow to take all the risks.

"A prominent Argentine importer came to this country some years ago to establish business relations with various manufacturers. After spending six months in this country he said he had found but two who were willing to make goods to suit business outside of the United States. The common attitude toward him was that he did not know what his people wanted, and what was good enough for American buyers should be good enough for anybody else, because the Americans were the best buyers."

It would seem that the time is coming when we must sell goods abroad on the terms and in the kinds approved by our customers or else submit to the reduction of all our manufacturing forces to fit the demands of domestic commerce. And in the meantime let us not be deceived; the war will not last forever and there are progressive countries outside of the United States who are not engaged in war. America will not fall heir to the business of the world without putting forth at least as much effort as other countries.

The above picture is an architect's drawing of the front exterior of a proposed municipal auditorium for Chicago. This building, if erected according to present plans, will be 116 feet high, 296 feet wide and 508 feet long, and will be situated on the lake front between East Grand avenue and East Illinois street. The main auditorium will have a capacity of about 30,000 people.

PLAYING CARD HISTORY

Article X. A View of the Condition of the Playing Card Industry in Early English History, and a Resume of Some of the Points Previously Made.

WE have already related how cards were used to satirize political doings in England a couple of hundred years ago, and how they were employed by artists and cartoonists to ridicule not only political but social peculiarities of the time. This was an age of superstition and cards were not only used by players but for fortune telling purposes as well. Cards in actual use by players, it is said, resembled in general appearance the more modern specimens. They must have been, however, smaller and not so well finished, because, according to a state paper of the reign of Queen Anne, about ninety per cent of the cards then made were sold at from six shillings to twenty-four shillings a gross, and retailed at three halfpence a pack.

The French cards of the eighteenth century were very little affected by political events until the approach of the French Revolution, when everything from almanacs to cards was turned topsyturvy. In 1792 some satirical French cards were issued bearing the portrait of the unfortunate Louis XVI. When the monarchy fell so great was the prejudice against everything concerning royalty that card-makers were enjoined to abolish everything which savored of a reference to royalty. Two master card-makers immediately asserted in the Journal de Paris that no republican could possibly use, even at the card table, expressions which recalled so forcibly the former despotism and inequality of position, and they accordingly transformed in their factory the kings into Genii, viz., the Genii of War, of Peace, of Arts and of Commerce. The queens became Liberties, the valets, or jacks, Equalities and the aces, Laws. These new ideas, however, were not especially popular. Various other designs were used by French card-makers to get away from the idea of kings and queens. The work from a technical point of view was fairly good, but with so many ideas struggling for the mastery, much confusion resulted and no fixed system arose out of the turmoil.

These preposterous productions were superseded by a pack with names belonging to the Gallo-Roman period which were extensively used up to the time of the Empire. Under the Imperial regime personages on the cards were given the proper costumes of the period in which they lived. Eminent artists designed them, and the old kings reappeared but their queens, it seemed, did not accompany them. Instead, we find Hildegarde, Statira, Calpurnia and Abigail. The Empire, however, did not impress itself particularly on the history of cards. A Russian pack of this period contains the double-headed honors and, curiously enough, the Queen of Hearts is represented as a negress. After the fall of the Empire the ancient cards in France regained their position. The coat cards licensed for use under Louis XVIII, displayed the costumes of the French court of four different periods; the spades showing the style in the court of Charlemagne, the diamonds that of Louis IX, clubs that of Francis I, and hearts, Henry IV. The details of these cards were most carefully attended to. The faces were actual portraits and even the inscriptions were given

Knave of Diamonds Taken from a Pack of the First French Empire.

in the proper character of the time. Other people famous in the respective four periods were also pictured on the remaining face cards.

The Dutch cards followed the style of their French neighbors. Daveling of Bruges produced cards in which the kings of diamonds, hearts, spades and clubs bear respectively the names of Richard Cœur de Lion, Charles V, Charlemagne and Pepin le Bref. The queens and knaves are without names, but the costumes given them are contemporary, neatly drawn and brilliantly colored. It is interesting now to note that the escutcheons include the arms of Holland, Flanders, Luxemburg, Nassau, etc. It is also of interest to reflect that so few of these designs have survived in the standard playing cards of our own times.

Appropriate and Charming Design of Title Page in Guest Book, One of the New Artistic Creations of Jordan & Co., Copyright 1913, and Published by Courtesy of Jordan & Co.

ART IN THE STORE

Some Suggestions on Arrangement and Harmony in Store Interiors and Store Windows, and a Thought or Two to Office Men on the Topic of Artistic Arrangement of Offices.

THE title under which these suggestions are written has no reference whatever to pictures on the wall, nor to panel landscapes on the frieze above the picture molding; neither does it refer to ornamented ceilings. Our suggestions and ideas are far more elementary than this. The suggestion we wish to convey has reference to the unity which is to be found in everything which is neat, harmonious and convenient in the arrangement of goods, furniture and fixtures. We take it as an axiom that a strictly high grade store is high grade throughout, and that the impression which is conveyed by the windows of such a store, by the well polished glass of the door, and by that portion of the store which is visible from without, will be carried out clear through the establishment to the ash can in the alley.

To keep a neat, harmonious and orderly establishment requires constant vigilance and unremitting labor, but it pays in more ways than one. It pays in the reputation which it gives the store and the man who runs it, and it pays because the keeping of such a store trains the man himself in those qualities of mind which it is very desirable to possess. No man will learn all of order, harmony and of system in one day, or one year, or in ten years, but each day may add a little to his knowledge of the subject, give him some fresh ideas of practical value to apply, so that in creating that which is useful and harmonious and pleasing in his own establishment, he is erecting in his mind a structure which stands him in good stead in all the relations of life. He is educating himself into habits of consecutive, lucid and harmonious thought, and making himself each day better able to cope with any problem which may come up.

In every mind and body, in everything which grows by a natural process, in every physical structure which

is built up cell by cell, there is symmetry and unending variety, and though all similar structures are alike in general characteristics, they are never precisely alike in detail. No two blades of grass are exactly alike, and the lines are never the same upon the hands of different individuals. No two human beings think precisely alike. No matter how intimate they may be or how close their friendship they will always have differences of opinion on practically every subject which arises. With all these differences of opinion, of structure, of appearance, we yet preserve certain similarities so that we know that given causes will produce similar effects. This is why when we seek to produce pleasing effects on the minds of others, we study those things which are agreeable and harmonious. If the eye is to be pleased, as in the furnishings of a store, an office or a home, we study harmony in colors, symmetry in arrangement, and avoid that which is grotesque and offensive.

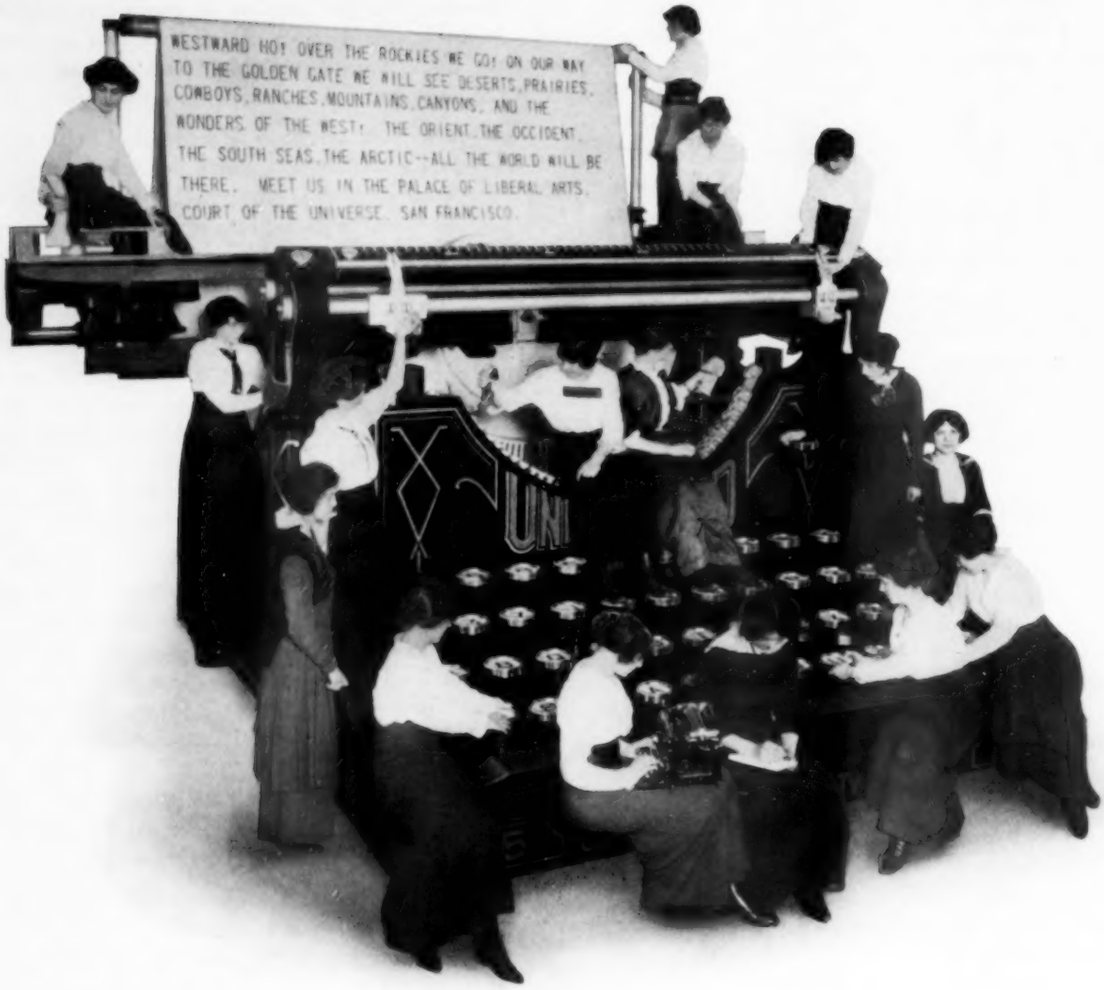
In the arrangement of a store harmony and order are of first importance That which clashes or gives an unpleasing impression should be avoided; hence, the storekeeper should succeed in harmonizing the tints of his walls with the color of his wall cases, counters, etc. Where office furniture is displayed the surrounding tints should be of a character to harmonize with all of the different styles of finish shown. To obtain one wall tint which will accomplish this will require some study, but the reward will be worth the effort. That color or style of surroundings is most successful, generally speaking, which is least obtrusive, and which leaves the beholder with a pleasant and gratified impression without enablng him to tell precisely what produced the effect. We frequently say that certain windows are extremely beautiful, yet a little consideration compels us to admit that they are so harmonious, that the blending of goods and fixtures with the background is so perfect, we can tell only about the kind of goods exhibited and nothing at all about the surroundings in which they are shown.

The store window ought to be a pictorial impression of the kind of establishment which lies behind it. No style of trimming which is cheap and tawdry should be adopted. It is well to establish a uniform background of a soft, neutral color which will serve as a foil to the colors of the articles displayed. Great care and attention must be given to the window to see that it is kept free from dust, and that the things exhibited are untarnished and clean. In the care of metal goods it is advisable to apply a very thin coating of some rust preventive to keep nickel and steel bright and new. The absence of such a preservative agent results in considerable loss each year in large stores, for without them bright goods become tarnished and require re-plating from time to time.

Wherever possible the store should be so arranged as to avoid a cluttered up appearance. The aisles should be sufficiently wide for two people to pass comfortably, and all aisles must be kept free from obstruction. All the space available for goods should be utilized for that purpose. It is a good investment to hire a carpenter to build receptacles for goods beneath the counters and in corners and apertures which would otherwise be unused. Let every receptacle be properly labeled with a label which can be kept clean.

Neatness, orderliness, cleanliness and harmoniousness make stores and offices attractive. Attractiveness brings customers, promotes confidence and builds up that kind of advertising which is most profitable—advertising which passes from person to person by common report.

A good example of some of the designs which are supplied by the Macey Co. of Grand Rapids to its dealers for local advertising. The present design illustrates the old English design of Macey Sectional Bookcases. The figures and costumes carry out the idea of the illustration admirably.



This is a picture of a $100,000 Underwood Typewriter, built especially for the Panama-Pacific Exposition, and now installed there in the Underwood exhibit space. This is the largest typewriter ever built, and is an actual machine in every part, on which actual typewriting is done.

The most spectacular advertising feat ever undertaken, probably, by any typewriter company in the world, is that recently completed by the Underwood Typewriter Company, which has constructed the largest typewriter ever built and is using it for exhibition purposes at the Panama-Pacific Exposition. It is a real typewriter made of steel and rubber and all of the elements which go to complete a finished, workable machine. But it is built upon a gigantic scale, notwithstanding the fact that it is as carefully finished, nickeled and enameled as any typewriter ever turned out by the Underwood factory.

This giant among typewriters is 1,728 times larger than the ordinary Underwood machine and is valued at $100,000. Furthermore, it actually writes letters and figures; in short, doing the work of any typewriter on a prodigiously multiplied scale. Two years were occupied in the construction of this machine, which stands 15 feet high over all, and 24 feet from back to front; each type bar is 52 inches long and weighs about 30 pounds, the segment alone costing $2,000. The platen is 9 feet 6 inches long with a diameter of 21 inches; it weighs 1,200 pounds and the entire carriage with the platen weighs 3,500 pounds. The key cups, the part of the machine usually pressed by the finger, are 7 inches in diameter, and the type letters are 3 inches high with a letter spacing width of 2 inches.

The machine obviously cannot be used by an operator in the ordinary way, hence it is operated through a series of electrical connections by an ordinary Underwood machine placed several feet in front of the large one. As a key of the actuating machine is pressed, the corresponding key of the large machine is operated. The same result is accomplished by pressing down the space bar, returning the carriage, shifting from caps to lower case, etc.

The printed matter is carried upward and over a roll so that a number of lines of writing may be seen at a considerable distance. Four motors are required to operate the machine—one to generate the electric current for supplying the magnets; another to operate the key levers; a third to actuate the longitudinal return of the carriage, and a fourth for line spacing or rotation of cylinder.

This machine is exhibited in the Underwood Company's space in the Palace of Liberal Arts, Court of the Universe, and will be used not only to demonstrate the quality of the Underwood stock machine, but is employed as a chronicler of news bearing on the exposition itself.

The big machine was taken apart and carefully boxed and crated in sections, and required a car of the largest size in use and of special construction for the ready reception of the larger parts. Several weeks were required for re-erection and adjustment of the machine preparatory to its intended use.

IN OTHER LANDS

News and Notes of the Activities in Office Appliances Field Abroad.

Now Is a Vital and Important Time for American Manufacturers.

NOT a week passes that letters are not received from dealers in France, Germany, Austria, Russia and England regarding conditions which will prevail when the present war is over. Letters are coming to us from all countries, expressing a desire for goods and seeking to impress American manufacturers with the importance of the change which will come about in customs, business requirements, etc. In the January number of Office Appliances, A. L. Jones told how English dealers on the outbreak of the war declared a complete boycott on all goods made in Germany and Austria, and emphasized the fact that the British would sell no goods not British-made or made in a neutral and friendly country. Many persons abroad are seeking agencies for American goods, well knowing the demand there will be for products of neutral and friendly nations when the war is over.

Now comes the Weekly Report on General Conditions in Germany during the European war, published by the American Association of Commerce and Trade, and in an article entitled "The American Exporter After the War," by Frederic W. King, brings out a strong statement regarding the situation, pointing out that the present state of affairs in Europe will have such a far-reaching effect on the methods of distribution and sale of American products on the Continent that a drastic change of system in some respects may be expected after the war. Heretofore exclusive territory and sales rights, in some cases covering the entire continent of Europe, have been secured by the export interests. This system in the past has proved practical, but it now appears as if the American manufacturer will be forced to take a personal interest in the foreign consumer if he wishes to hold his trade and prosper under the new order of things. Many firms surrender large sale privileges to the distributor. Such American products on arriving in Europe are usually re-shipped from some central point to various parts of the territory. Sometimes the territory covered includes a number of countries, making necessary the re-shipment of products, in which process the goods lose to a certain extent their identity and take the nationality of the country in which the central distributing point is located. The original shipment is frequently broken up into small portions which are often packed with goods of European origin and received by the retail trade with little left in the way of packing marks to call attention to their American origin. The products in this way lose their neutral character and are subject to the prejudice engendered by the upheaval now going on.

"Regardless of the ultimate outcome of the war," says Mr. King, "this state of feeling will render the consideration of each country as a separate unit advisable and the nationality of the products must be emphasized in every way possible."

We know that some time in the future individual cordiality will again overcome political prejudices, but this will not immediately follow. It is this immediate day which calls on the American manufacturer for action to meet the new conditions, else he will not only fail of his opportunity, but disappoint those who have been his agents abroad. It will not be possible to provide for one agency to handle all of Europe as heretofore. Our friends are urging action now and it is important that American manufacturers should be there now to take up the situation as it exists. Perhaps bureaus could be established in various countries to handle American goods for those countries exclusively. For instance, a firm in Vladivostock, formerly doing a large business with Germany urges immediate action along this line; a firm at Ekaterinoslav, Russia, makes a similar suggestion, while men in Germany, France, England, etc., have made like suggestions.

The great German field can no longer be served through European branches in some other country. The English, French and Russian markets may not be supplied through Germany. The plan of sup-

plying the European market through a branch office in one country is no longer feasible, therefore, manufacturers who are interested in European business must change their policy and establish new connections. Now is the time to prepare for the conditions which are to come. Every manufacturer who hopes for the extension and continuance of his European business should have his representative on the ground now.

Already many German houses who are most familiar with the United States lines and their potentialities in Germany and Austria, are planning for the conditions which are to come. Many dealers in Russia who have hitherto specialized on German products are making inquiries for American lines. The same is true in France and in England.

While it would be absurd to deny that the conditions in each of the countries are propitious for the growth of American trade, it is a fact that much time will be required to work out the relations which are desired. Much of this preliminary work can be done now. At the close of the war there will be a tremendous demand and a great opportunity for American manufacturers to be of service in all of the countries involved. But it must be remembered that nothing will stand that is not worthy to stand against competition. Because countries will not trade with their enemies, it does not follow that they must trade with us. They will make all the goods they can make themselves and carry on a flourishing trade with their allies, and with neutral countries when the latter can produce the goods which best meet the conditions.

This is the very time in which to make a careful study of the business practices and customs of the countries which will wish to do business with us. It will be of no use, or, at least, of no permanent advantage, to attempt to transact business with these countries in accordance with the customs of the United States. No enduring business can be built on any such plan. The attitude of our friends in the countries involved immediately after the war will not be lasting. Individual friendships, as already suggested, will be re-established. Out of the present experiences will come mutual respect for each other and that respect is bound to be reflected in cordial relationships. What the manufacturers in the United States will accomplish finally will be nothing more nor less than what they accomplished in the face of all the competition which they have had in the past. The exigencies of war will not for long be manifested in peace. Bitterness will disappear and friendships will be renewed.

In every country involved our friends talk of the great opportunity for the United States, but that opportunity will result in nothing unless manufacturers here get into the European markets in the right way, at the right time, and comply with the terms, customs and practices which have been followed in these respective countries.

Office Appliances in Great Britain.

Note.—The following is a slight abridgment of the letter of our London correspondent sent on December 24, and intended for the January number of this magazine. Owing to the unusual conditions of ocean traffic and doubtless also to severe weather, the letter did not reach us in time for our January issue.

Exclusive Correspondence of Office Appliances.

London, December 24, 1914.

SINCE the selling of typewriters and office specialties depends to a large extent upon trade prosperity and expansion, it is good to note that general industrial, commercial and financial conditions in this country become better week by week. Both capital and labor are being well employed, the war, of course, being the big factor contributing towards the really good position. All the industries in any way affected by military and naval requirements are being worked to their utmost limit and tens of thousands more men could be employed if sufficient trained labor were available. The armament works, dock yards, rifle factories, etc., are the limits in the way of industry. In fact, they are toiling wearily behind the demand and are not expected to catch up for another month yet despite double time, day and night, and seven days a week working. Other trades such as woolens are also at boom pressure owing to the enormous demand for uniforms for the newly enlisted men. When it is estimated that by next spring quite three million men will be drilling in this country, mainly in Kitchener's new armies, it will be understood that the demand for uniforms, shoes and equipment generally is of a magnitude absolutely unprecedented and difficult for even the best organized system to cope with in such a hurry.

Still, the good effect of all this activity percolates even to the remotest industries concerned and the result is that capital finds employment to its fullest extent except in certain special and particular industries.

The number of typewriter and office appliance men in the war is now quite substantial and most of the companies are printing for distribution and display rolls of honor recording the names of those of their staff who have taken up arms for the country. The biggest roll I have seen so far is that of the Underwood. The fighting members of the staff with their regiments are as follows:

Austin, Rough Riders; Barker, Scottish Borderers; Benzing, Royal Army Medical Corps; Bradford, Royal Fusiliers; Brittain, 18th Hussars; Chapman, 3d Manchester; Davy, 5th Hants; Davies, 3d Manchester; Dawson, Rifle Brigade; Dowse, Worcester Regiment; Fowler, 3d Sherwood Foresters; Friday, 3d Manchester; A. Gravatt, R. A. M. C.; W. Gravatt, R. A. M. C.; Gutteridge, R. A. M. C.; Hannan, Scottish Borderers; Hartly, East Riding Yeomanry; Hill, Royal Naval Reserve; Huggins, Yeomanry; Joyce, Birmingham City Battalion; Kirtley, Princess of Wales' Own; Lack, 4th Norfolk; Mackay, Scots Greys; Mann, London Fusiliers; Marshall, R. A. M. C.; Martin, Army Service Corps; Mathers, R. A. M. C.; Mayhew, Howitzer Brigade; Merrill, Glasgow Highlanders; McRae, G. H.; McQuarrie, A. S. C.; Newport, Scots Greys; Parker, 3d Dragoon Guards; Penny, 4th Leicester;

Pinable, Royal Engineers; Potter, London Fusiliers; Potter, Howitzer Brigade; Ross, Seaforth Highlanders; Rother, Middlesex Regiment; Rowlands, Royal Field Artillery; Smith, Highland Light Infantry; Stoyle, 7th West Yorks; Thornton, Howitzer Brigade; White, A. S. C.; Wilkinson, East Yorkshire; Williams, Birmingham Batt.; Wilson, Norfolk; and Wood, London Fusiliers.

I print this list as typical, but many other companies can show almost as good a record. On the roll of honor of the Royal I notice the names of C. E. Dickson in the Royal Engineers and C. R. Baker, formerly of the London city sales department.

The list of the Bar Lock Typewriter Company contains forty-nine names, including those of one director and many branch managers, travelers and mechanics.

News from the front with regard to typewriter men serving is also now coming to hand. James Waterlow, the manager of the Remington Typewriter Company for Egypt and the Soudan, has been promoted to the rank of Lieutenant-Colonel. Another Remington man, Corporal J. C. Boulger, has been serving as a motor dispatch rider and has witnessed some very exciting scenes, he says. W. J. Town of the Remington London selling force has been in the thick with the Royal Garrison Artillery.

The Yost had three of its men in the fighting which preceded the fall of Antwerp. They are members of the Naval Brigade which was sent out to that city to take part in the defence. One has returned to England, one is interned in Holland, and the third is a prisoner of war in Germany.

A retrospect of the typewriter and office appliance business during 1914 reveals a first six months of continuous good fortune almost without exception followed by practically six months of upset and trouble. The outbreak of the European war put very much of a stopper upon the ordinary run of typewriter sales, but, as has before been indicated, tremendous buying by the government in these sources of supplies has helped to recompense the traders. Just as the inauguration of the National Insurance Act a couple of years ago meant tremendous sales of typewriters, index cards, filing cabinets, calculating machines, etc., so the war has in its way created a big demand for these goods from wealthy government centers. More than 1,000 extra clerks are being employed in the Admiralty and War Office and fortunately extensions of government premises before the war enable this new force to be accommodated without overcrowding.

One big section of new work is in connection with paying separation allowances to soldiers' wives or other dependants. When a recruit is finally enlisted the government starts paying what is called a "separation allowance" to the dependant while also allocating in the same direction some fixed proportion of the soldier's regular pay by agreement with the soldier. Dealing by mail with a vast crowd, mainly of women entirely unused to business of this kind, it can well be understood that unless the office system be accurate and complete, wholesale confusion would speedily supervene. By the inauguration, however, of a most complete card index system not only is every wife or dependant located at the start of the payments and proper guarantees of authenticity secured, but she can be followed about the country in her various changes of address should these occur and the proper local postoffice notified to pay out. These new government departments are models of what modern office system should be and nothing is neglected that will hustle things along.

Photograph of British soldiers in France taken by F. A. Granger of Paris and sent to the Oliver Typewriter Company, Chicago. The man writing on the typewriter is Mr. Taylor, Sergeant-Major, Engineer's Corps, English Army.

It is rather amusing to note, however, in passing that practically all the pencils used in the new departments are those sold by Hardtmuth & Co., and bear the imprint "Made in Austria." These are of course the old stock of his majesty's stationery office.

Business to Boom After the War.

One thing the office specialty men are sure of in this country and that is that there will be an enormous rush after the war. Everybody will be reorganizing and expanding. The Britisher takes an awful lot of shaking up and there are many who ought to be busy even now who are still thinking things over. Two or three years of boom for certain are expected.

The Underwood Company furnishes quite a good report of recent business. The government has bought over six hundred Underwoods recently and the company reports especially good private business from those centers of the country where trade is booming, such as the armament and dockyard centers, the Yorkshire woolen district, Dundee jute factories, etc. Business has of course fallen off in London for this, as for other typewriter companies, owing to the closing of the Stock Exchange for the last five months.

The Monarch informs me that its business in new machines has not fallen off in the same proportion as its business in rebuilts, while furthermore sales of the adding and subtracting machine have been remarkably good considering the circumstances. The company has suffered like its competitors in certain ways owing to the war, but Mr. H. C. Churchill has been surprised, he declares, at the way sales have kept up and he looks forward confidently to the new year when, in his view, everything seems to point to the typewriter business being very nearly normal.

Remington news is much to the same effect and business during the year has certainly been helped greatly by the introduction of the Remington Junior or Remington J

model, chiefly intended for professional men and users who like light weights and prices.

The Bar-Lock follows the same line. This company has been doing especially well since last spring and is now arranging for new premises in which to develop its Columbia typewriter manufacturing purchase.

The Hammond, with its new Multiplex model, is standing the strain well and has been especially benefited by its reorganization scheme. Furthermore, this company has recently supplied a number of these machines for government use in the northern provinces of India, besides also supplying machines to the Servian government, the Bulgarian legation, and to officers at the front in France and Belgium. The machines for Indian use will have to be fitted with both English characters and those of the Gurumuki language of the Punjabi, in order that the two languages may be written on the same machine. This will be accomplished by means of two type shuttles which can be changed from one to the other merely by the turning of a knob.

The Royal has been doing good business all the year. I regret to learn of the death of Mr. H. L. Rose, former sales manager and a good typewriter man.

The new model No. 10 is in big demand.

A. W. Yancey, of the L. C. Smith agency, has been hearing from some of his French agents, although most of the employes of fighting age are engaged. The manager of his Paris office went to the front and being captured is now a prisoner in Germany. Mr. Yancey says that in Austria, where his company was doing very well, there has been an utter collapse of this business.

The Smith Premier reports continued activity, especially in meeting the demands for the Wahl adding machine. Extensive contracts with railways and similar big concerns have been reported during the year and a share of government war business has been secured.

The Yost has no complaint to make and its adding machine is another big seller.

The Imperial's business is also much better now after the panicky times last August and the company is neglecting no opportunity of impressing upon the public the propriety of supporting a home industry.

The Empire through its general manager communicates an optimistic statement which includes the news that the company has been favored with large orders from his majesty's government. Every battleship and cruiser, whether in the great fleet or in the outlying squadrons, is now supplied with Empire machines.

The Elliott Fisher business (including, as it now does, the new model visible typewriter with many improvements upon the former models of the book-typewriter), the Oliver, the Blick and the Corona, are all bearing up very well since the bad days in early August. The year's figures should after all make a very good showing, and much better times are expected early next year.

Although typewriter trade with Germany and Austria is all tied up now a good deal of business appears to be passing in connection with neutral countries, always of course remembering difficulties of freight, marine war insurance and international exchange. Norway, Sweden and Denmark on the north, and Spain and Portugal on the south of the war area, are doing a fair amount of business with the typewriter companies in London. In France, a large part of which is practically untouched by the violence of the war, some curious examples of its effects have been experienced. Where the business has been in the hands of a central selling agency in Paris, the agent and his whole staff may be away at the front. Several of the typewriter companies shifted their headquarters from Paris to Bordeaux when the government moved there in order to keep in touch with the most likely field of business. They are now returning with the government to the capital.

Although the directors of Roneo, Ltd., have decided it is in the interests of the shareholders that no dividend should be distributed on the ordinary shares for the twelve months ending June 30, the report just issued shows that last year's dividend of 5 per cent could easily have been repeated had it been deemed prudent to do so. As to the current year, the war has adversely affected the company's continental trade, but in other directions business has been well maintained and net profits for the four months to the end of October showed a decrease of only 8.7 per cent.

The stationery trade here during the past month has been busy marketing Christmas and New Year cards and allied greeting gifts. This trade is an enormous one, and over fifty million Christmas and New Year cards alone are sold about this time of the year. All the leading English firms producing these goods have been making special efforts this year in regard to this trade. It will be understood that enormous quantities of these goods are imported every year from Germany, the German Christmas and New Year card, in fact, practically monopolizing the market in cheaper varieties. It being illegal to trade with the enemy a dead set was made in the newspapers a month or so before Christmas against these goods, but at the same time large numbers have been sold, it being recognized that these were certainly ordered and made and with every certainty imported before the war. It was further seen that refusal to trade in these goods would only hit innocent English wholesalers and agents. The confusion was rendered a little more acute also by the fact that there are many English stationery firms who print much of their cheaper stuff in Germany, although the goods are for use in Great Britain and Ireland. At one time it was thought there would be a sort of frost over the whole trade this year owing to the war and the lack of spending money, but business has improved so substantially here that disaster has not fallen upon the trade.

The council of the Stationers' Association of the United Kingdom forwarded the following resolution to the Queen and Queen Alexandra: "The council of the Stationers' Association beg, on behalf of the traders throughout the kindom, to tender their most respectful gratitude for the gracious and timely example set by Her Majesty Queen Alexandra in maintaining the old custom of exchanging greeting cards at Christmas. During the present period of stress this noble example is particularly helpful not only to the trader who had laid in his customary stock but to the great public, to whom a friendly interchange of good wishes will be more than ever welcome as a harbinger of 'peace and good will.'"

The leading English firm in this business is Raphael Tuck and Sons, who have this year placed on the market well over 5,000 designs covering Christmas and New Year cards, Christmas autograph stationery, calendars, gift books, toy books, art novelties, Christmas picture postal cards and other similar goods. This firm's four choicest cards have been prepared respectively for King George, Queen Mary, Queen Mother Alexandra, and the Prince of Wales, each using a design based upon a scene from British history and each of course reproduced in large numbers at various prices for public buying.

Another firm, C. W. Faulkner & Company, gets well into second place with over 1,000 designs issued for cards and 250 for calendars, the latter ranging in price from 12 cents to $2.50. Other firms might be mentioned, but some idea of the enormous size of this trade and its high level of artistry can be gathered from these facts.

Takes Exception to Miss Reid's Article.

Walter Schmits, manager of the New York branch of Jacob & Josef Kohn, manufacturers of J. & J. Kohn bentwood furniture, takes exception to some of the observa-

tions in the article by Miss L. Reid of Venice, in the January number of Office Appliances. The observations to which Mr. Schmits objects are the following:

That there is a lack of workmen in both Germany and Austria. That if the present stock of machines on hand is sold, no more, or only very few, will be manufactured. That American models of office furniture are imitated in Bohemia, Austria, at a third of the cost. That there is very little capital. That the birch used for bentwood furniture for offices will be used for stretchers and other hospital requirements.

In reply to the foregoing Mr. Schmits says: "I question Miss Reid's authority in making such statements. They denote insufficient information of the general situation in both Germany and Austria, especially so the reference to bentwood furniture. Being more or less thoroughly acquainted with foreign general conditions by personal observations in my travels abroad, particularly so in the two cited countries, I beg to reply as follows:

"There is no lack of workmen in either Germany or Austria. I quote recent statistics according to which the number of unemployed in Germany in November was 8 per cent of the total number of working hands. There may be at present a lack of skilled help in certain industries furnishing war supplies. Similar conditions prevail in Austria. Efforts are, however, made by the government, municipalities and business men of both countries to provide labor for all unemployed hands.

"Austrian and German industries are kept alive during the present war and keep on manufacturing.

"The manufacturing of bentwood furniture originated in Austria some sixty years ago. In the United States this branch of industry is of relatively recent date, not more than thirty years old, covering this field to a limited extent only.

"To judge from financial reports and the fact that no moratorium was declared in Germany at the outset of the war, also from the present rates of exchange, there is ample capital in both Germany and Austria.

"Beech wood (and not birch as stated) is used now as hitherto for manufacturing bentwood furniture. There is an ample supply of it in our Austrian factories to meet all needs for a year or two to come."

Italian Firm Shows Underwood Machines.

Messrs. Rebora, Beuf & Co. of Milan and Genoa, Italy, participated in the International Marine & Hygienic Exhibition at Genoa, which was inaugurated last May by his Majesty, King of Italy, and was only recently terminated. Messrs. Rebora, Beuf & Co., general agents for the Underwood Typewriter Company throughout Italy and the Italian colonies, exhibited Underwood products in a convenient and beautifully decorated stand situated in the cross passage of the Italo-American gallery. This booth was appropriately decorated with the Italian and American colors crossed behind a life-size portrait of John Underwood. Underwood machines were exhibited on desks and stands within the booth, and on the walls were shown pictures of the Underwood factory, of the Underwood building in New York City, and various other appropriate views. The jury of awards presented the Underwood machine with the "Hors Concours," which is the highest award allowed, superior even to the Grand Prize.

Display of Underwood Machines at International Marine and Hygienic Exposition at Milan, Italy, by Rebora, Beuf & Co., General Underwood Agents for Italy and the Colonies.

A South African Typewriter Man.

The picture in this column shows C. A. Jacklin of Jacklin & Co., Durban, South Africa, and an assistant, about to deliver a typewriter to a customer by means of a cleverly arranged motorcycle delivery car.

C. S. Jacklin, Royal Typewriter Agent in Natal, South Africa, About to Deliver a Machine in His Ingeniously Arranged Motor Delivery Car.

Mr. Jacklin now represents the Royal Typewriter Company. He is known as "the typewriter king," and in one of his announcements he states that he has sold typewriters in Natal since the year 1898.

In addition to machines, Jacklin & Co. also handle a meritorious line of typewriter supplies.

South American Accounting Service.

Nordaby & Co., chartered public accountants, Calle 25, De Mayo No. 33, desire to place their services at the disposal of American readers of Office Appliances, should they require professional services of the nature indicated. The American consul general has assured Messrs. Nordaby & Co. that he will be pleased to draw the attention of inquirers to them. This firm is a member of the Institute of Chartered Accountants of England and Wales, which is the leading body of English professional accountants. They have been practicing in Buenos Aires for the last five years and number among their clients several large American and English joint stock companies, firms and branches.

Should American trade be considerably extended in Brazil, necessitating the opening of numerous new houses in Buenos Ayres, the services of reliable and competent auditors and accountants will be very desirable.

Knox Manages Royal Company's British Organization.

C. W. Knox, Jr., was recently appointed managing director of the London office of the British organization of

the Royal Typewriter Company. Although a comparatively young man, Mr. Knox has spent many strenuous years in the typewriter business, in which he has enjoyed a remarkably successful career. As a typewriter salesman he was recognized as one of the best in the United States, and as a branch office manager he earned an enviable reputation by his work in two cities, one in the eastern and the other in the western United States.

Mr. Knox joined the Royal sales force about a year ago as South African General Representative. He made one trip to South Africa and, although he labored in that field under great difficulties, he achieved results which were highly satisfactory to the Royal Typewriter Company. Upon his return to headquarters in New York, he was immediately assigned to important work in the United States, in the discharge of which he again distinguished himself.

Mr. Knox brings to the British organization of the Royal Typewriter Company an extensive knowledge of typewriters and typewriter selling problems which he has gained by wide experience. His expert knowledge, backed by enthusiasm, a pleasing personality, a strong purpose and determination, should make him successful as London managing director.

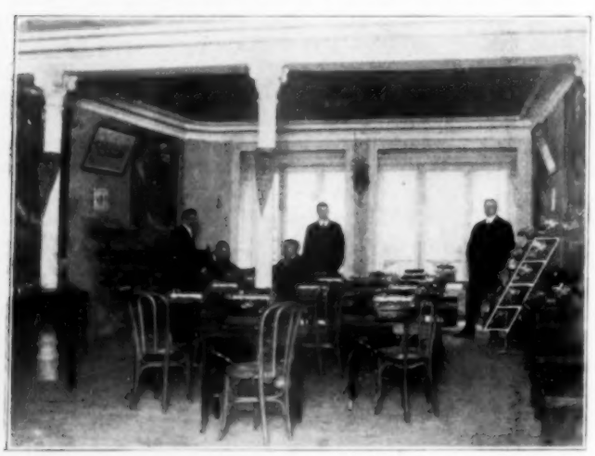
German Concern in Receiver's Hands.

The firm of Teetzmann & Co., manufacturers of the Teetzmann computing machine at Charlottenburg, Germany, are in the hands of a receiver. This machine is of the Odhner type, and is known outside of Germany as the Colt's Calculator. The receiver states in a letter to Office Appliances that these machines which formerly sold in Germany for the equivalent of $200 can now be delivered in the United States for $87.50, cash in advance, as long as the stock on hand lasts. The latter sum is equivalent to 350 marks.

The Teetzmann machine is well regarded in Germany, and the presumption is that the appointment of a receiver is due to conditions brought on in part by the war. The machine is not cumbersome, weighing 30 pounds, 10 ounces.

Three Spanish Royal Agencies Consolidated.

For a number of years the business of the Royal Typewriter Company in the Spanish peninsula and colonies has



An Interior View of Trust Mecanografico, Madrid, Spain. Reading from left to right, the gentlemen are: Samuel Cordona, chief salesman; Don Santiago Perez Sanches, manager; Don Santiago Perez Diez, proprietor; Frederick Lindsey, supervisor; T. T. Malleson, Royal export manager.

been conducted by three separate agencies—that of Esteban Lune at Barcelona, Trust Mecanografico at Madrid and Antonio Trueba at San Sebastian.

The Barcelona district comprised a number of provinces in the southwestern part of Spain; Madrid controlled the central portion, and San Sebastian the northeastern provinces.

This arrangement worked out very satisfactorily for a long while, but the increasing demands for Royal typewriters soon brought about a condition of semi-rivalry among the agents which did not always work out to the best interests of all concerned and in order to facilitate the further development of the Royal and to establish a central control, these agencies were merged under the control of Trust Mecanografico, Madrid, on January 1, 1915.

About a year ago Trust Mecanografico, which was then owned and operated by Mr. Frederick Lindsay, an Eng-

Exterior View of Trust Mecanografico, Madrid, Spain.

lishman of long residence in Spain, was reorganized and a large interest in the company was secured by Senor Perez Diaz and his two sons, gentlemen of very high social position and business prominence in Spain, and connected in many ways with the Government, and under their able management the affairs of the Madrid agency have progressed marvelously in the short time in which the new arrangements have been in force, so that when the matter of the consolidation of Royal interests under one central control became paramount, the Royal Typewriter Company suggested the present arrangement.

In the new organization Mr. Frederick Lindsay becomes a part owner instead of having entire control, and with his wide experience and complete knowledge of the Spanish language and conditions he has been able to reorganize all of the outside agencies and several new branches which the company is operating at different parts in Spain, namely: Seville, Valencia, Granada and Valladolid, and further progress is now being made along the same lines so that before the close of this year the Royal will have at least twelve or fifteen direct branches under Madrid, together with some thirty odd sub-branches and resident agencies. In the Balearic Islands and the African colonies of Spain similar progress is being worked out, which will complete the organization.

During the past year a large number of Royal typewriters have been placed with the various Government departments of Spain and many orders are now in hand for further delivery.

In each of the principal branch offices schools of instruction have been installed in charge of competent teachers, and, in addition, the military authorities have had extended to them the privilege of instruction for those soldiers who are qualified and designated for stenographic and typewriting work.

The accompanying illustrations show interior and exterior views of the main office of Trust Mecanografico at Madrid, together with a group of the various officials who are responsible for the reorganization and future operation of the Royal business in Spain.

One of the largest cash orders ever received for Royal

typewriters was placed with Export Manager Malleson when the new arrangements were made in Madrid the first time, which took place about a year ago, and this has been followed by several similar orders, all of which indicate the progress being made in that field.

Unique Hammond Advertising in London.

Since the war has been going on in Europe the Hammond Typewriter Company's London office has attracted considerable attention on account of the unique methods of window decoration which London Manager R. J. Bray has inaugurated. The company's New York office keeps the London office supplied with the latest New York newspapers, especially the ones showing the largest headlines concerning war news. These newspapers are displayed in the show windows of the London office, and large crowds have gathered every day "to get the latest war news from New York."

The exhibition of week-old New York newspapers in London is moreover far from being as futile a proceeding as it might at first thought be considered. Owing to the restrictions of the British censorship, it has several times happened that the London people have received very interesting news for the first time from the windows of the Hammond Typewriter Company. A notable instance was the information regarding the loss of the dreadnaught Audacious.

The Hammond Company has also put in practice a clever device for getting the benefit of its show windows after dark in spite of the restrictions which the government has put upon storekeepers, requiring them to display no lights that may be visible to aircraft. The method is described in one of the London periodicals recently received here, in which, under the caption "How to Advertise in Darkest London," it is stated:

"An example of how to 'let your light shine' though subdued by the Lighting of London Order during the war, has been shown by an ingenious method adopted by the Hammond Typewriter Company. How to comply with the order without losing the advertising value of window space, has been solved by the placing of individual machines, one in each section of the windows. A screened light is concentrated upon the front of the machine and keyboard. The result is that passers-by are attracted by the bright spot of light focused on the machine, while other parts of the window are in semi-darkness. One of these machines shown recently illustrated how the Hammond writes in a number of foreign languages including those spoken by the countries now engaged in the war. 'The public see what we want them to see, and the rest does not matter,' said Mr. Bray, the general sales manager."

Office Appliances Importations Into Brazil.

Office Appliances is much indebted to Mr. Burnell, American Vice-Consul General in charge at Rio de Janeiro, Brazil, for the following information regarding typewriter and office equipment imports into that country during 1912 and 1913. The text of Mr. Burnell's letter follows:

"Replying to your letter of August 22, the following information is furnished:

Importations of Typewriters and Accessories Into Brazil.

Country of Origin—	1912.	1913.
Total	$423,494	$361,460
United States	354,833	287,001
Germany	60,116	64,190

"As will be seen by these statistics, the United States enjoys a large share of the typewriter business in this country, and the American machines are popular, most of the principal makes being well represented. The German machines are copied after the American types, but in spite of the fact that some German machines are slightly cheaper than the American, the United States enjoys a preferential tariff of 20 per cent reduction on typewriters, and has thus been able to hold the bulk of the trade. Several representatives of American typewriter manufacturers visit this city each year with a view of studying conditions and assisting local importers and merchants in pushing sales.

Importations of Office and School Stationery Supplies.

Country of Origin—	1912.	1913.
Total	$525,185	$407,637
United States	57,291	51,825
Germany	262,500	191,032
Great Britain	115,605	79,471
France	74,376	61,175

By reason of the European war, Germany, the principal country which furnished office supplies, excepting typewriters and steel furniture, has been practically cut off from shipping its goods to Brazil, and it is an opportune time for American manufacturers to enter this market. Most of the appliances used in the United States are likewise used here, although the business is not as extensive nor well developed as in the United States. There is a good demand for lead pencils of all kinds (particularly furnished by Germany in the past—the Faber pencil leading), ink-wells, fancy desk sets of brass, nickel, etc., fountain pens, novelties, etc. Germany in the past has been the principal furnisher of these goods for Brazil, but the local market is quite heavily stocked at the present moment, and the sales are small, owing to the business depression prevailing.

The sending of personal representatives, with a line of samples, is the best method to secure business here, and in competition with European manufacturers who follow this method, correspondence and catalogues do not bring much business. A plan which has been successfully carried out in the past is for a group of manufacturers of allied but non-competitive articles to jointly send a representative here, thus sharing the heavy expenses of such a trip. A knowledge of the Portuguese language is essential to do business in Brazil, although some travelers are able to get along with Spanish, the language of all other South American countries. Samples pay duties the same as other merchandise, and manufacturers find it more profitable to send a special line of samples to Rio de Janeiro for Brazil and either sell same to the trade upon departure, or leave them with firms with whom they have made connections, for advertising purposes. By reason of the delay incident to the clearance of samples through the customs, it is often advisable to send them in advance to some firm, accompanied by a sufficient amount to cover the duties, and have them cleared upon the arrival of the representative—about a month or six weeks is ample time. The Companhia Expresso Federal, Rua da Alfandega, 48, Rio de Janeiro, an American company, undertakes such services."

Will Come to America for New Lines.

B. L. Cohen, manager of Talykron, Ltd., of London, England, contemplates making a trip to the United States early in March. He desires to get in touch with manufacturers of office equipment devices, especially manufacturers of autograph time recorders, who require agents in Great Britain. Talykron, Ltd., has offices at 6 St. Bride street, London. The managing director of the company is Chadwick H. Moore, who is well known to the office appliances men not only in England but in the United States as well. Manufacturers who desire to get in touch with Mr. Cohen may reach him by sending mail to Office Appliances, or, if word is sent before February 15, he doubtless can be reached in London.

COMMERCIAL OPPORTUNITIES IN RUSSIA.

By Melville Mundell, Who Was Born and Educated in the Land of the Czar, and Who, Though a Good American, Understands Intimately Russian Commercial and Social Life, Language and Thought —Mr. Mundell Is With Keeran & Company, Incorporated, of Bloomington, Ill.

RUSSIA, as far as Russia goes, literally, is misunderstood in America and has often been abused politically in the American press. Nevertheless Russia is a gigantic country with a population of over 170,000,000 people. While it is true a very large part of Russia is primitive and rural and not as progressive and up-to-date as other more advanced countries, yet the vast strides she is making in building up and development are really marvelous. The largest ship-building forests in the world are in Russia—her metallurgical and mineral deposits are limitless—her resources are vast. Russia, although possessing the raw material, is not a manufacturing country, but rather an agricultural, horticultural and stock raising country.

In Russia proper—I mean that part of Russia which we call European Russia—are centers of the highest civilization, culture and accomplishment. Such centers as Petrograd, Moscow, Kieff, Odessa, Charkov, Nickolaev, Elizabethgrad, Kovno, Vilna, Ekaterinoslav, Kremenchug, etc., etc., are not only great centers of culture and education but also great commercial centers, where everything that is needed and used to promote progress and development commercially is to be obtained, and the various commodities and nomenclature that are used abroad are also used there through importation from other countries.

While the present condition of Europe is greatly to be deplored, and while we are not to discuss the virtues, merits or demerits of the European conflagration, yet we must look the situation that will soon arise there squarely in the face. It will take years after the war is over for relations between Russia and her enemies to adjust themselves to the normal and friendly footing which existed before the war; and so long as the present feeling lasts, Russia will buy commodities, manufactured products, machinery, etc., not in Germany as heretofore, but elsewhere.

The United States is the natural source of supply for Russia, owing to the traditional friendship existing since 1861-65, cemented by our purchase of Alaska from Russia, hence the latter would rather buy merchandise in the United States than anywhere else.

Year by year our exports to Russia will be larger, and as that country develops and builds up it means more and more commerce between Russia and other countries. The field and the market are enormous. It is surprising what a tremendous amount of commerce Russia gave to Germany; in fact so large that Germany not only established a system of credit in Russia, but even had her local agents and representatives and financial institutions in Russia to facilitate the growing commerce between the two countries. Even products that Russia had to get from America and was not able to obtain on account of lack of established credit with the United States, Germany got for Russia and thus acted as a go-between, or as an agent on a commission basis for Russia.

As the United States leads the world in the production of commercial stationery, office devices, supplies, specialties, writing machinery, office furniture, and all various articles classed as time and labor saving devices, and as Russia is a heavy buyer, is it not time, or has not the opportune moment presented itself right now to look into this matter and lay the preliminary foundation for a friendly and commercial exploitation of the Russian market? I would suggest that some sort of a bureau be established and placed in competent hands, the individual to be familiar not only with the Russian and English languages, but one also who has a fair knowledge of commercial stationery, office devices and specialties, and right now to get in touch with Russian firms and find out what they need that they were able to get up to now from Germany and Austria, but which they will now be able to get in America.

I suggest that our paper mills, manufacturers of office machinery, devices and specialties, bank fixtures and furniture, get together and work in conjunction with Office Appliances or through Office Appliances by forming this sort of a bureau, and thus get the business that we can and ought t get. I would advise that the National Stationers' Association of America give this their careful attention, for the field is enormous and will grow larger every year.

Now, I speak of conditions as I am familiar with them, and it takes a Russian, a bred and born Russian, to be able to speak not only intelligently but authoritatively on things as they are in Russia. The fact of the matter is this: Russia bought all the products I have mentioned in Germany and it will be years before she will buy them again. Where is she going to buy them now? Is it not our duty to carry those products to them and in our friendly and cordial manner secure the commerce of Russia that will go a-begging? Of course, England and France will make a big bid for it and so will the smaller nations in Europe, but are we not better equipped and better able to supply that market than the others? So now it is up to us, and what are we going to do about it?

THE SITUATION IN HAVANA.

By J. M. Palmer, a Native of Porto Rico, Now Traveling in Cuba for a Chicago House.

REACHING Havana October 7, I found business conditions in Cuba fair, but not as they used to be on account of the present European war. A word or two as to the situation and resources of Cuba will, no doubt, be of some interest to many readers in the United States.

Cuba, the largest and the most important of the West Indies, lies 100 miles south of Florida and has an area of 44,000 square miles and a population of 3,000,000. The principal industry is agriculture, and sugar and tobacco the chief products and exports of the island. United States currency is the official money of the republic, but Spanish and French are used in Havana and the province of the same name. Now they are going to have national money of the value of the United States currency and same will start to run in 1915.

Havana, with a population of 300,000, is the capital of the republic and principal city and sea port. It is also the center of commerce and industry, the terminus of three railroads, and the port of call of several lines of steamers running to Mexico, Atlantic ports and Europe. It is the headquarters of the great cigar and cigarette factories where thousands of skilled tobacco workers are employed.

It is interesting to realize that probably 95 per cent of the commerce of Cuba is in the hands of Spaniards, whose primitive business methods still to a large extent prevail. While great changes have taken place since the island became independent of Spanish rule, there is still much to be done and, consequently, there are many opportunities awaiting enterprising Americans.

Readers of Office Appliances are already acquainted with the well-known firm of Harris Bros. of Havana, to

whom reference has been made from time to time in this magazine. This firm is composed of Americans and has been unusually successful. They are the owners of one of the most up-to-date mercantile buildings in Havana. They represent the L. C. Smith & Bros. Typewriter Company, and deal also in a general line of office appliances, furniture, optical goods, auto tires, stationery and photographic goods.

Another well-known house of American origin and personnel is the Frank G. Robins Company, one of whose officers, Ralph W. Crain, contributed an interesting article on Cuban conditions in the December number of the magazine. This company is one of the best known business houses in Havana, and its officers and employes, as well as those of other American houses in the island, have set a high standard of business ethics.

The conditions of representation for typewriters and adding machines are somewhat different in Cuba than they are in South American countries. The Underwood typewriter, for instance, is represented by a house which deals in office and household furniture. A prominent stationer handles the Royal typewriter. The Remington is represented by the Frank G. Robins Company, a firm composed of Americans, who handle in addition to the Remington a general line of office appliances, photographic goods, phonographs, rebuilt typewriters, etc. The National Cash Register Company is represented by its own agents sent from the United States. All of the companies mentioned are doing a good business and are handling successfully the different machines they represent. They are pushing their lines with energy, and are gradually creating a field for American office equipment which should, within a reasonable time, be very profitable.

Havana has one English newspaper, the Havana Post, which is a well edited and enterprising publication.

There are many opportunities awaiting American manufacturers in Latin America, but too often Americans do not want to meet the conditions which South American customers require, while others are afraid to risk a little money in order to get the trade. Unfortunately, some manufacturers judge millions of people by some unfortunate experience they have had with one man, and thus lose the opportunity for great business expansion.

Remington Man Goes to Germany.

John A. Zellers, superintendent of the domestic sales department of the Remington Typewriter Company, has announced to his friends that in view of the fact that the Remington company has some sixty branch offices in Germany, Austria, and the Balkan states, and as their interests are somewhat in jeopardy as the result of the present military situation, it has been decided that Mr. Zellers is to go to Europe to assist in looking after these interests. Mr. Zellers accordingly sailed for Rotterdam on February 2 by the S. S. Ryndam, and intends to proceed from Rotterdam to Berlin. The duration of his stay, of course, cannot be determined. His headquarters will be the Remington Schreibmaschinen Gesellschaft, m. b. H., Friedrichstrasse 83, Berlin.

Italian Magazine Widens Scope.

L'Impresa Moderna of Milan, Italy, announces in a recent letter to Office Appliances that that magazine will begin in January the publication of two volumes monthly—one under the old title, for modern office equipment, etc., and the other one as an export trade paper for Italian goods to foreign countries. The new paper will also attempt to introduce foreign goods of various kinds into Italy. This new publication will be the continuation of L'Impresa Moderna per l'Esportazione, which until now has been a department of the Impresa Moderna.

Additional News from London Correspondent.

NOTE.—As Office Appliances was completing its dummy for the printer the regular correspondence from Great Britain reached us. it was impossible to find space for the entire letter, hence a digest of the letter has been made to cover the principal information it contained.

London, January 19, 1915.

Business conditions in the United Kingdom have so far been good, although in some respects the war's effect is being felt more than in the August to December period. Congestion at dock yards and railway offices and shortage of labor are two of the embarrassing features at the present time. Food prices have taken a sharp upward movement despite the fact that supplies appear to be ample. The difficulty in handling cargoes plays quite an important part in this matter, as also does the shortage of ships for over-seas trade.

Typewriters are in brisk demand. The government announces the requirements of a number of shorthand typists at British headquarters on the Continent. The announcement sets forth the speed rate required of candidates for positions. During the five months between August and the beginning of January the British government has purchased from the Oliver Typewriter Company over one thousand machines for military purposes, many of them having been sent to the front. Over four thousand Oliver machines are used by the British government in the war office and other departments. The Yost Typewriter Company reports specially good orders resulting from the war. Mr. Bartholomew, managing director, expressed the opinion that there will be a steady increase in business during the next six months. Similar testimony is given by E. Spencer Harrison, governing director of the Smith-Premier, and by most of the other managers.

It is said that in Russia and Finland trade is not at all bad and is steadily improving. Trade in France is now showing signs of improvement. Business in Spain and Portugal is fairly normal. In Italy it is bad; in Switzerland very bad, but improving. There appears to be no direct information from Germany and Austria, but business in the Balkans is said to be practically at a standstill.

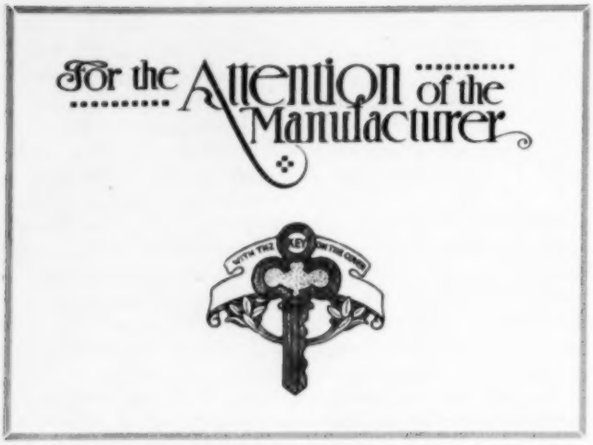
The staff at Remington headquarters has been depleted by enlistments. The business is said not to show much sign of falling off. Corona business is reported to be going ahead well. The Empire Typewriter Company is helping business by issuing pocket war maps which, of course, are very popular.

It is reported that F. Paul Impey of Moreland & Impey, Ltd., manufacturers of Kalamazoo loose leaf ledgers and Wagoner binders, is confined to his house with illness. J. Halsby of the Protectograph and other office device companies, says that business is again gradually increasing.

Mackenzie Schiff, managing director of the Shifograph Company, is perfecting an interesting new addressing machine which he hopes to place on the market within a few weeks. He proposes to introduce the machine in the United States, Mexico, South America and Canada, as well as wherever possible in Europe.

A. B. Holmes, New York manager of the Columbia Ribbon & Carbon Manufacturing Company, recently visited Frank J. Allen of the same concern. Mr. Holmes sailed for New York on the Lusitania, January 16.

It has been announced by Wm. T. Smedley, chairman of Roneo, Ltd., that the profit earning capacity of the Roneo business is being fully maintained. The current year, it is said, the company has done remarkably well. The Roneo people had an excellent business in July and since that time its profits have shown less diminution than would be expected under the circumstances since there has been a falling off of only 8.6 per cent.



Agencies Wanted.

NOTE.—The first thirteen items below refer to foreign concerns with whom Office Appliances is in frequent correspondence. They are all established houses of good reputation. Further information concerning them can be secured by addressing the editor of this magazine.

Argentine.

The firm of Wehncke & Heller, Sarmiento 643, Buenos Aires, Argentine Republic, are manufacturers' agents and importers of office supplies, stationery, etc., and are looking for practical and worth-while novelties and specialties in these lines. They request that exhibitors at business shows send them catalogues of their lines.

* * *

N. F. Barford, agent for the Dey time registers and other office appliances, with offices at B. Mitre 766, Buenos Aires, Argentina, desires to get in touch with American office equipment manufacturers who plan to establish agencies for the Argentine field.

China.

L. Nelleman, 31a Nanking Road, Shanghai, China, dealer in typewriters and accessories, office appliances, etc., is open to correspond with American manufacturers of such goods. His store is located in the midst of the principal business district and he has large show windows which he keeps attractively trimmed.

England.

The Cameron Sales Organization, 9 and 10 Southampton street, Holborn, London, W. C., contractors to His Majesty's stationery office, Admiralty, War Office, India Office, etc., wishes to obtain agencies for office equipment from manufacturers in the United States. American manufacturers should correspond with this company.

France.

Antony Roux, for twenty-one years a typewriter man in Paris, France, offers his established business organization as a medium for the sale of American office appliances in France. Mr. Roux is president of the Chambre Syndicale de la Mécanographie. He has a large store with ample show window space at 13 Rue Monsigny, Paris, near the Credit Lyonnais.

Germany.

The house of M. Erlebach Nachfolger, owned by Oscar and Arthur Wachtel of Frankfort-on-the-Main, Germany, is splendidly equipped to handle American made office devices in Germany and Austria. Oscar Wachtel has a European reputation as an expert in office devices and stationery supplies.

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Sascha Bell, Klopstockstrasse 31, Berlin, N. W., Germany, will be glad to hear from American manufacturers of office equipment who desire to establish a suitable agency for the distribution of goods in Germany and Austria. He believes that there will be an extraordinary opportunity, especially in multicopying devices. Branches should be established either in Berlin or Hamburg. Check protectors, fountain pens, etc., should also be in lively demand.

Holland.

F. W. Heythekker of Amsterdam, Holland, has an organization especially equipped for the sale of small, attractive articles, furniture, etc. He desires to arrange for sole dealerships for American office equipment devices and desires to be supplied with catalogues and full information.

Italy.

P. Castelli & Co., via Dante, 4, Milan, Italy, have fine offices and show rooms where they wish to exhibit suitable American office appliances lines. They will undertake agencies for Italy and the Colonies. This is one of the best known firms in Italy.

New Zealand.

Manufacturers of office specialties and loose leaf lines are requested to furnish all possible information regarding their lines to J. F. Leighton & Son, Ltd., a concern which has been established over fifty years. The main office of the company is at 4, 6 and 8 High street, Auckland, New Zealand.

Russia.

The J. Block Company, who represent the Royal Typewriter Company, Otis Elevator Company and Fairbanks Scales at Moscow, Russia, will be glad to correspond with manufacturers of other suitable lines in the United States.

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G. M. Bromberg, Alexandrovskaia, 14, Ekaterinoslav, Russia, is in the market for office specialties and kindred goods of American manufacture. Mr. Bromberg is an experienced man, who bears a high reputation in his community.

Siberia.

The firm of Simon Rosen & Son at Vladivostock are in the office equipment and typewriter business, and desire American manufacturers to forward under proper postage catalogues and information regarding typewriters and other office supplies and equipment. They emphasize the point that now is the time to catch the trade in Russia.

Trade Opportunities.

The Bureau of Foreign and Domestic Commerce maintains branch offices in six commercial centers, where business men may more readily avail themselves of the service of the bureau. Reserved addresses in connection with "Foreign Trade Opportunities" and all lists of names offered in connection with articles published in daily consular and trade reports may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C., or from the nearest office by application in letter form. Applicants should mention file numbers. The list of offices follows: New York, Room 409 United States Custom House; Chicago, 629 Federal building; Boston, 752 Oliver building; New Orleans, 1020 Hibernia Bank building; San Francisco, 310 United States Custom House; Atlanta, 521 Post Office building; Seattle, 922 Alaska building; St. Louis, 402 Third National Bank building.

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No. 14729. Numbering, adding, and dating machines, registers, etc.—A consul in Europe reports that a company in his district desires to communicate with American firms manufacturing numbering, adding, and dating machines, registers, stamps of all kinds, ink pads, perfora-

tors, and punches. Bank references furnished. Correspondence should be in French or English.

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No. 14775. Folding measuring rules.—A dealer in Italy informs an American consul that he wishes to be placed in communication with American firms manufacturing folding measuring rules, marked in millimeters. The rules should be 1 and 2 meters in length. Correspondence may be in the English language. American references are given.

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No. 14792. Typewriters, office furniture, etc.—An important firm in Europe informs an American consular officer that it desires to place orders with American manufacturers of typewriters, office furniture, and cash registers. It is explained that this firm wishes the sole agency for certain of these articles.

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No. 14832. Steel furniture.—A consul abroad states that there is a good market in his community for steel furniture, as the climatic conditions often loosen the veneer on oak and mahogany furniture, making it useless. Circulars giving prices, weights, etc., in Spanish or English, should be submitted to the principal dealers, whose names are on file with the Bureau of Foreign and Domestic Commerce and its branch offices.

* * *

No. 14839. Trade extension.—A firm of commission agents and manufacturers' representatives in South America advises the Bureau of Foreign and Domestic Commerce that it wishes to establish relations with American manufacturers and exporters with a view to becoming local representatives to replace agencies which it has previously conducted for European firms. The company is interested in writing and print paper, pencils, pencil cases and pens.

* * *

No. 14893. Office Furniture.—A firm in Italy informs an American consular officer that it wishes to secure the representation of American manufacturers and dealers in metal ornaments for furniture and office furniture. References will be given. Correspondence must be in Italian and catalogues should be in French or Italian. Prices must be quoted f. o. b. New York or Boston.

* * *

No. 14963. Trade Journals and General Agency.—An American consular officer is in receipt of a communication from a business man in Russia who desires to correspond with American manufacturers with a view of establishing agencies for typewriters, adding machines, stationery, office supplies, and electric lamps. The inquirer also asks that he be supplied with copies of commercial journals and magazines published in America, in the Russian and (or) English language, with a view of selecting an advertising medium. Correspondence should be conducted in Russian; but may be in English.

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No. 14995. Office Furniture.—An American consular officer in a Mediterranean port advises that a business man in his district desires to purchase American office furniture, and would be glad to receive catalogues and price lists. The consul states that there are no catalogues of office furniture on file in the consulate.

* * *

No. 15031. Typewriters.—An American consular officer in the East Indies advises that a newly organized agency is desirous of representing American manufacturers of typewriters. It is explained that the inquirer has excellent offices and show rooms in one of the leading cities of that country. References are given.

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No. 14844. Stationery.—A gentleman in a European country wishes to obtain catalogues and price lists of stationery of all kinds for office purposes. Correspondence may be in Spanish or French. Name and address of inquirer may be obtained from the Bureau of Foreign and Domestic Commerce or its branch offices.

Edison Works Recover After Fire.

Readers who are at all familiar with the destruction caused by the fire in the Edison plant at Orange, N. J., not long ago, will marvel at the quickness with which that great industrial institution is recovering. Friends of Thomas A. Edison, Inc., have recently received a striking folder entitled, "Thirty Days of Edison Energy." Five large pictures are shown of portions of the works which have been rebuilt and are again turning out Edison products. These pictures include views of the gear and lathe department, entirely fitted up with salvaged machinery; section of the sheet metal department; screw department, running day and night with salvaged machinery; another department, which was completely burned and was restored in twenty-two days; and a view of Building No. 24, three floors of which were occupied and others nearly ready when the picture was taken.

At the bottom of the folder is this significant and optimistic statement: "You can set back an industry in a night's fire, but so long as you don't touch the human beings who created the industry it will come back—slowly or quickly, according to the resources."

General View of Burned Area Taken Immediately After the Destructive Fire at the Great Edison Plant in Orange, N. J. This View Does not Include the Record Plant or Much of the Office Building.

NEW MACHINES AND DEVICES

Descriptive Notes of Some New Inventions and Improvements in the Field, with Illustrations.

Dick Company Announces New Office Machine.

The Formograph is the name of a new machine just perfected by the A. B. Dick Company of Chicago. It may be described as a machine for producing a new and special variety of mimeograph stencil work, but it is said that its most valuable and effective use is to impress into mimeograph stencil sheets the display headings, rulings and other details of printers' type work that go to make up the average business form. Stencils so prepared or "Formographed" are then printable on any mimeograph; hence the co-operative employment of these two machines may be described as the "Formograph-Mimeograph process of reduplication."

Heretofore the mimeograph, assisted by the typewriting machine, has handled vast quantities of this sort of form and circular work, but the inability to display and elaborate the product is recognized as a limitation. The Formograph is intended to bridge the gap, since, where office forms require the addition of filling-in of typewriting in quantities, it is clear that, both the printing and the typewriting being contained in the one stencil and printed at one and the same time, that which usually involves two operations, can, with the Formograph process, be accomplished in one. Furthermore the registration of the filled-in matter, often difficult to achieve, is by the new method bound to be exact.

The New A. B. Dick Formograph Machine.

The Formograph employs electrotypes especially devised for the making of stencils. It is evident that electros made from much used and worn type or from broad-faced type cannot be available for Formograph use. But electrotypes of sharp-lined drawings or of sharp-faced type yield most satisfactory results. The employment of loose type is not recommended for Formograph work, although somes styles of type yield satisfactory results.

The Formograph is supplied with hand crank or electric motor, the latter being supplied for use with either the direct or the alternating current, according to the requirements of the user. Those ordering motor-driven machines should specify the kind of current used and the voltage. If the current be alternating, the number of cycles should be stated.

The A. B. Dick Company offers to purchasers of the Formograph the benefit of its advice and practical assistance. The company is prepared to furnish its customers with suitable electrotypes to order, each tested and "made ready" for practical work.

A New Economy Baler.

The Economy Baler Company of Ann Arbor, Mich., has recently perfected what they have christened the Automatic Economy Baler for waste paper, etc. This machine is equipped with an automatically closing feed hopper and fire-tight baling case.

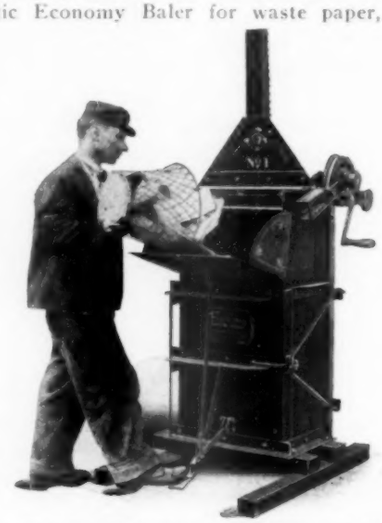


Illustration Showing One Step in Operation of New Economy Baler.

The manufacturers state that this baler has been approved by fire prevention bureaus, fire marshals, insurance underwriters and laboratories as a strictly fire-proof receptacle. It is designed especially for use in public schools, buildings, offices, factories, etc. The Pittsburgh Board of Education recently bought 120 of these machines for use in the public schools of that city. The Economy Baler Company states that these machines are used by the United States patent office and by several other government departments, and have been adopted by several cities, institutions, etc.

The Economy Baler Company manufactures a complete line of commercial balers for practically every baling purpose, the machines selling at a wide range of prices. Hand power, belt-drive or directly connected electric motor are used upon the machines, according to their purpose and construction and to the power available for operating them.

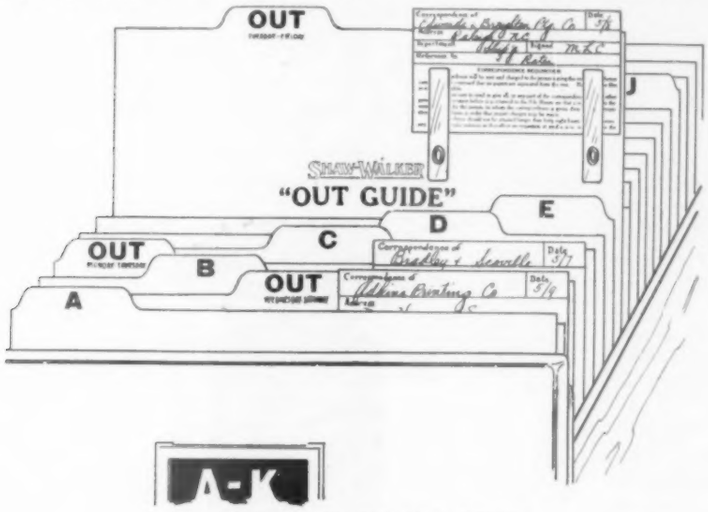
The company maintains branch stores in practically all the important cities of the United States, and is in position to give first-class service to customers, agents and dealers. Considerable agency territory is still open, and

dealers and specialty men are requested to write to the Economy Baler Company, Box 31, Ann Arbor, Mich., for particulars.

Interesting System.

Shaw-Walker's new Out-Guide System for controlling correspondence out of the files, brought out about two years ago, has won such favorable attention in its field that its originators are coming back harder than ever with it at the present time. Firms which have installed the system give evidence of its value as a time and money saver in no uncertain terms, dispelling any doubt as to the merits of the new method.

The Out Guides, made from pressboard and occupying the first three positions in the file, are inserted to replace borrowed correspondence. First position guides are used on Monday, second on Tuesday, and third on Wednesday, repeating for Thursday, Friday and Saturday. When



New Shaw-Walker Out-Guide System.

certain letters are required, a requisition card is sent to the file clerk. This card is placed in a pair of steel clips on the proper Out Guide, which in turn is inserted in the file to replace the correspondence taken. The name of the firm whose correspondence is requisitioned is always in plain view on the card, which projects slightly above the file.

Although two days is the most favorable time limit on the retention of correspondence, any other may be used. For instance, in looking over the files on Wednesday, each Monday guide will indicate correspondence to be called in on that day, if the two-day limit is used. However, the requisition may be extended at this time, if necessary, to some definite future date.

In back-filing, the Out Guide indicates the exact position to which the letters should be returned, whether a complete folder or two or three sheets from a folder, effecting an actual saving in re-filing of fifty per cent. As a follow-up, pre-dated requisitions will bring the correspondence to attention at the desired time.

Erasing Shield for Typewriter Roll.

Popular Mechanics for February describes a curved shield consisting of a piece of thin metal about three-fourths of an inch wide and two inches long, with a number of different shaped holes cut in it. This metal is so curved as to fit the platen of a typewriter. When it is desired to erase a word or a letter the curved plate is placed over the platen and moved along until the aperture discloses the word or letter to be erased. The erasing can be done through one of the openings without danger of marring the adjoining letter or soiling the page.

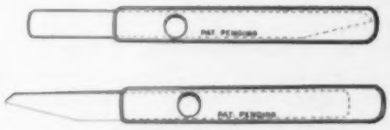
A New Eye Protector.

Automobilists and others whose occupations or pleasures demand that they be much exposed to wind, dust or flying particles of matter, will appreciate the "Dimmer goggles," manufactured by the Chicago Eye Shield Company, 134 South Clinton street, Chicago.

This goggle is intended for everyone who requires eye protection. It is made of a single piece of flexible, transparent, durable pyralin. The goggle is soft, bound with felt, silk chenille or rubber, as the user may wish. It permits unobstructed vision and cannot break or splinter.

The Dimmer goggle is furnished in one of two colors, as the user may wish, in a variety of sizes and at a considerable range of prices.

The Dimmer Goggle.



Gus' Office Knife.

The cut gives a general idea of the appearance of this device. A card, however, to the Chicago Eye Shield Company will bring an interesting circular fully describing the line.

A New Office Knife.

John Gustafson, of Oak Park, Ill., has applied for patents on what he calls "Gus' Overlay Knife." This knife was originally made for pressmen to use in cutting out and filling in overlay work. But it is just as well adapted for use as a desk knife in the office. Instead of closing like an ordinary knife the device is made in two parts—a steel knife blade and a steel case or pocket, with a set-screw in the case to hold the blade firmly in position when in use. The blade is made of a very high quality of steel and can be sharpened to a razor edge. When not in use or when being carried in the pocket, the blade is removed and re-inserted with the sharpened end inside the case. When the knife is to be used the set-screw is released and the blade taken out and reversed, the sharpened end projecting. This helps to keep the knife sharp and always ready for use.

This knife is just the thing for bookkeepers, typists, office men, teachers, clergymen, professional men and others.

Mr. Gustafson, the inventor of the knife, is employed on the publication "Oak Leaves" in Oak Park, and will be glad to supply particulars to those who may be interested.

Useful Typewriter Desk.

The Imperial Desk Company of Evansville, Ind., announces a new typewriter desk in this issue. This desk possesses several interesting features. It is a medium grade, full sized desk, so finished that it will match up with the latest styles in roll top and flat top sanitary desks.

The Imperial Desk Company says that the handsome appearance, good material and construction and reasonable price will appeal to dealers, enabling them to make quick sales at good profits.

These desks are made with plain oak base and built-up No. 1 quartered oak top. They are not shown in the 1914 catalogue, but are described in a supplement which will be mailed on request.

Useful New Filing Envelope.

The U-File-M Binder Manufacturing Company of 113-115 W. Taylor street, Syracuse, N. Y., has invented a useful filing envelope. This envelope is of the manila type with suitable tabs, but within the envelope is a strong, light strip made of heavy manila with small flaps, which are cut and passed up under the strip, being folded along the bottom edge so that a portion of the fold projects downward. These strips are gummed. When it is desired to file a letter one or more of the strips is unfolded, the end coming out from under the top strip readily, and the gummed surface is moistened and attached to the letter, which firmly fastens the document to the file. These strips may run horizontally across the top of the file or vertically down the margin or at the center; hence the letters may be filed by being attached to the top or at the sides. Files may be arranged with double rows of strips across the top and center for filing short letterheads or order forms.

The device is likely to prove very useful, as it can be adapted not only to the filing of letters and ordinary commercial papers, but it is useful for filing small catalogues, folders, cards and anything which needs to be preserved for ready reference. The device is exceedingly simple and practical in its application.

The U-File-M Binder Manufacturing Company, in addition to the lines above mentioned, has perfected a remarkable photograph album, built on the U-File-M system and designed to produce in artistic effect a method by which each print may be preserved in uniform manner, together with a printed reference regarding the record and history of the picture. This album has a capacity feature which is said to render it unique. It is simple in construction and its capacity can be extended to accommodate thousands of prints if desired. The album contains ten leaves, each leaf containing two U-File-M binder strips. Each strip will accommodate twenty prints, making the initial capacity of the leaf forty prints.

The back of every photo print is white and smooth, making a splendid writing surface. Without detaching from the leaf each picture may be instantly reversed, exposing the back of the print.

Additional leaves may be purchased from the U-File-M Binder Company and the album in this manner can be made to grow according to the requirements of the user.

A New Record Book.

Charles J. Davidson of Lake Charles, La., has devised a "Bills Receivable and Payable" record along new and modern lines. This book is being marketed by the Rolloson Stationery Company of Lake Charles, the company having the agency for the United States on this article. Certain features of the book are copyrighted.

The book is known as Davidson's Bills Receivable and Payable Record, and while it is not a radical departure from other bills receivable and payable record books on the market, still it is said to be one of the most convenient records that has ever been devised. The book is substantially bound in leather and cloth, with reinforced canvas back. A projecting leather tab in the middle of the book indicates the location of the bills payable. The book contains complete instructions for its use by accountants and others. Each sheet contains columns for number, date given, year due, time, drawer, favor whom, payable at, paid, and original amount, the right hand pages being devoted to the different months of the year, the last column having the title "Demand amount." The book measures 11¾ inches in length by 11 inches in height.

The Rolloson Stationery Company will be pleased to give further particulars to anyone who may be interested.

A Self-Feeding Eyelet Machine.

The Stronghold Eyeleter, Self-Feeding, is the name of a convenient and practical eyelet machine manufactured by Hampden Hoge, 108 Fulton street, New York. This machine is loaded with twenty-five eyelets strung on a wire, and these when dropped in the machine feed automatically.

A quick, light blow punches the hole and sets the eyelet firmly in from one to twelve sheets. The machine

New Stronghold Eyeleter.

can be used on paper, cardboard, cloth, leather, etc. It is 5½ inches high, 2½ inches diameter of base, and weighs 2 pounds. It is handsomely finished in oxidized metal and its efficiency is guaranteed.

Mr. Hoge allows on this machine a trade discount of forty per cent. The machine is reasonable in price. Additional eyelets may be obtained in thousand lots, strung ready for use.

Multipress Encounters Delay in Foreign Patents.

The Multipress Company, Inc., of Buffalo, N. Y., and Toronto, Canada, announced in connection with their January advertisement that this month they would show a new $15 addressing attachment. Some unavoidable delay has occurred in obtaining foreign patents upon this device, and the company says that the announcement therefore cannot be made at this time. It will appear, however, as soon as the necessary foreign patent arrangements can be consummated.

THE JANUARY FURNITURE MARKET.

Something About the Office Furniture Lines Which Were Shown in Last Month's Semi-Annual Furniture Exhibit.

THERE was at the January market, as at previous exhibits, a relatively small proportion of office furniture exhibits as compared with the entire number of lines shown. This illustrates what seems to be a tendency for office furniture manufacturers to exhibit at their factories and display rooms rather than at the regular furniture exhibition buildings. However, there were but few concerns engaged in the manufacture of furniture for the office who showed their lines at the market last July and not at the January, 1915, market.

Some of the exhibitors reported that they had done a healthy business in actual orders and all felt that the amount of buying done was most encouraging considering recent business conditions.

Following is a resume of the exhibitors and their lines, classified according to location:

Chicago.

The Munn Building, 815-823 Wabash Avenue.

Third floor: Valley City Desk Company, Grand Rapids, Mich., flat-top, roll-top and typewriter desks in all standard oak finishes, birch mahogany and solid mahogany.

Gunther Building, 1018-1024 Wabash Avenue.

Eighth floor: The Newton & Hoit Company, Chicago, matched office suits in oak, mahogany and walnut. National Desk Company, Herkimer, N. Y., oak, mahogany and walnut flat-top desks, roll-top desks, typewriter desks and office tables.

Karpen Building, 900-910 Michigan Avenue.

Third floor: The O. C. S. Olsen Company, Chicago, office desks, flat and roll-top, in standard oak finishes and in birch mahogany; typewriter desks in oak. Colonial Chair Company, Chicago, medium priced line of office chairs, oak, birch mahogany and solid mahogany, revolving and other types.

Fourth floor: Johnson Chair Company, swivel and other office chairs in standard oak and mahogany finishes; chairs with a loose automobile spring seat; also wooden wastebaskets, costumers, and umbrella stands.

Fifth floor: A. J. Johnson & Sons Furniture Company, Chicago, high-grade line of office tables, all sizes.

Sixth floor: Milwaukee Chair Company, Milwaukee, Wis., extensive line of office chairs, including cane backs and the standard types. Plymouth Chair Company, Plymouth, Wis., office chairs in all standard finishes. Leopold Desk Company, Burlington, Iowa, oak, mahogany and birch-mahogany roll-top desks, flat-top desks, flat-tops with a rail, office and directors' tables, typewriter desks and typewriter tables.

Manufacturers' Exhibition Building, 1319 Michigan Avenue.

Fifth floor: Celina Specialty Company, Celina, Ohio, medium and high grade line of wooden and metal office furniture, including desks, tables and typewriter cabinets.

The Furniture Exchange, 1353-1357 Wabash Avenue.

Sixth floor: The Central Manufacturing Company, Chicago, desks, all standard styles. Gunn Furniture Company, Grand Rapids, Mich., desks, filing devices and bookcases. Jasper Novelty Works, Jasper, Ind., a medium-priced line of flat and roll-top desks in oak. Schram Brothers, Chicago, sectional bookcases.

The Central Market Furniture Building, 1410-1420 Wabash Avenue.

Main floor: Jacob & Josef Kohn, Vienna, New York, etc., Austrian bentwood furniture, costumers, office chairs, settees, in oak and mahogany.

Fourth floor: Crocker Chair Company, Sheboygan, Wis., full line of office chairs, including swivel chairs and typewriter chairs, in all standard finishes, also settees, plain and upholstered.

Grand Rapids.

The attendance of buyers at Grand Rapids was practically the same in number as in January, 1914. Up to January 25, 1915, the number of buyers who registered was 1,105, as compared with 1,127 in attendance up to January 25, 1914. An analysis of the attendance by states will be of interest. Ohio, 178; Michigan, 147; Illinois, 118; Pennsylvania, 86; New York, 80; Indiana, 71; Iowa, 64.

The following lines were shown:

Blodgett Building.

Fourth floor: Stow & Davis Furniture Company, Grand Rapids, Mich., fully matched bank outfits in period designs, including Doric, English, and with Colonial treatment—all suitable for office and banking rooms.

Fifth floor: Grand Ledge Chair Company, Grand Ledge, Mich., office chairs in oak and mahogany.

Furniture Temple.

Sixth floor: Skandia Furniture Company, Rockford, Ill., sectional bookcases.

Seventh floor: Thompson Manufacturing Company, Holland, Mich., desks and office tables.

Eighth floor: Taylor Chair Company, Bedford, Ohio, the Masters' line of office chairs.

Keeler Furniture Exhibition Building.

First floor: The Macey Company, Grand Rapids, exhibited its library cases and cabinets. Sterling Desk Company, Grand Rapids, Mich., office desks.

Second floor: Jacob & Josef Kohn, New York, N. Y., bentwood office, typewriter, and desk chairs.

Third floor: Sikes Consolidated Chair Company, Buffalo and Philadelphia, oak and mahogany office chairs, typewriter chairs, costumers and waste baskets.

Klingman Furniture Exhibition Building.

First floor: Conrey-Davis Manufacturing Company, Shelbyville, Ind., costumers and office tables.

Second floor: Gunn Furniture Company, Grand Rapids, desks, filing cabinets, bookcases.

Third floor: Jamestown Lounge Company, Jamestown, N. Y., upholstered chairs for offices, etc.

Fifth floor: Wagemaker Company, Ltd., Grand Rapids, office filing cabinets and supplies, office wardrobes, waste-paper boxes, letter trays, etc. J. C. Widman Bookcase Company, Detroit, sectional bookcases and filing devices. Humphrey-Widman Bookcase Company, Detroit, bookcases, etc.

Leonard Building.

Fourth floor: Moon Desk Company, Muskegon, Mich., a number of new patterns and the regular line of office desks, typewriter desks, flat-tops, double flat-tops.

Manufacturers' Building.

First floor: Wilhelm Furniture Company, Sturgis, Mich., tables.

Second floor: The Grobhiser Cabinetmakers' Companies, Sturgis, Mich., directors' tables in oak and mahogany, in medium and high grades.

Third floor: St. Johns Table Company, Cadillac, Mich., office and directors' tables.

Fourth floor: The W. H. Gunlocke Chair Company, Wayland, N. Y., office and other chairs.

Fifth floor: Maddox Table Company, Jamestown, N. Y., office tables.

Salmagundi

Chaney's Gait.

"Did you ever notice Chaney's gait?" asked the specialty man of the group around the Mason Jar one day last week.

"I have noticed one thing about it," replied an old duplicator man, reaching for the Neshro match holder, "it is certainly getting there with Lisenby's Multicolor Press."

"It sure is," responded the first speaker, "but that isn't what I meant. Observe that gait the next time you see Chaney. There's not another like it. Why—I'd know that gait if I saw it on the spire of a Presbyterian church the morning after Hallowe'en."

* * *

"That makes me think of the physical characteristics of an old friend of mine," remarked a typewriter man. "Do you boys know Melville Mundell?"

"Is there anyone who doesn't know him?" inquired a stationer aiming at the Ireland & Matthews. "Mundell has all of that double barrel breech-loading enthusiasm of his behind the Ever Sharp, and he certainly is 'going some'."

"Sure," said the typewriter man, "Mel is always 'going some'—in little over a year he has been across the States twice, from coast to coast, and half across Europe. It's being on the go so much that has given him that bronze hue which I was going to mention." "Say," continued the typewriter man, "Charlie's recognition of Chaney's gait on a Presbyterian church spire is nothing—I'd know Melville Mundell's hide if I saw it hanging up in a tan yard."

An Anchor to Windward.

Along toward evening of one cool day last month the telephone bell rang insistently in the home of a prominent office appliances man. His wife responded and a man's voice asked if her husband was there. The wife replied that he was not and that she did not expect him for some time. The voice at the other end of the line expressed regret, and went on to say, as tactfully as possible, that the son of the office appliances man and his wife, while riding down hill on a bicycle, had had an accident which might prove serious. A physician was in attendance and the boy, he said, would be brought home in a few minutes. Five minutes later the lad was brought in and tenderly laid upon the bed. The physician, after a careful examination, said, "Now, madam, do not be alarmed if your son does not regain consciousness for several huors. The injuries he has suffered are serious, but when he regains consciousness he will probably be rational—at any rate, we will know better how to proceed in restoring him to health. Will call again in an hour on the chance that some change may develop in the meantime."

The distracted mother, after escorting the physician to the door, was returning to her son's bedside, when she heard a small and familiar voice from the upper room: "Mother, has he gone?" The mother, rushing to the injured boy's bedside, replied, "Yes, dear, he has gone. How do you feel?" "I feel pretty good," said the boy, "but I heard what he said." "You did!" exclaimed the mother. "Why didn't you speak up, then?" "Why, mamma," was the unexpected reply, "I couldn't. I was too busy reciting the ten commandments."

A Hoosier Hymn of Peace.

The following lines were written by George B. Lockwood, for a recent issue of the Muncie Press, and they express somewhat of the sentiment which Americans entertain at the present moment.

"I would rather be a Hoosier far removed from war's alarm, eating roasting ears and chicken from an Indiana farm, than to be a German warrior on a Belgium field of gore with a bullet in my gizzard and my plate held up for more. I would rather be a Hoosier, working at my prosy job than to be where Russian bullets with my innards might play hob. I would rather dig potatoes in my little tuber patch than to be a human target in a daily shooting match. I would rather read war extras seated in my humble cot than to have my name and address in the list of brave men shot. For the war-lords at a distance war is surely something great, as their armies mow down thousands in a fight o'er real estate What though mothers, wives and orphans weep an ocean full of tears, what though fire, sword and famine with their ruin fill the years —be he czar or king or kaiser, he as dearly loves the tramp of his armies in commotion, as his phiz upon a stamp. They may sound in song and story praise of death in battle's roar, but what's the use of glory when there's crape upon your door? I would rather plant a rose bush than to kill my fellow man, even though the work's conducted on a broad and wholesale plan, and I'm glad I'm not a subject of the powers at war today—it is good to be a Hoosier and to live so far away."

Roberts Favors Red Hair.

The Duluth News Tribune a month or two ago published a funny little news story to the effect that red-haired stenographers are not in favor in Duluth. It named Jack Scanlon, city sales manager for the Underwood Typewriter Company, as having started the discussion. Scanlon was quoted as saying that business men never ask for red-haired girls. In Chicago they claim to have discovered that red-headed people, though quick to anger, are the most rapid and accurate typists. Mr. Scanlon said, "Duluth men do not ask for blondes or brunettes, neither do they ask for tall ones or short ones. Sometimes they ask about the age of the girl, but usually they are interested in only two things. First, they want a girl who is able to do the work they want done, and do it right. Second, they want a girl who is neat about her appearance and not too dressy. Lots of employers say, 'Don't send me one with diamond ear-rings,' but I never heard of one asking for a red-head."

R. G. Roberts, who is connected with the Duluth office of another leading typewriter company, takes issue with his competitor, claiming that girls with red hair and cornflower eyes make the best typists. Girls with red hair are very quick, not only on the machine but as to temper. Because of their unusual talent, however, they make splendid secretaries. Therefore, the demand in Chicago, Los Angeles, and other cities should create no surprise.

Uncle Dan Saunders and His Christmas Tree.

Uncle Dan Saunders, whose name in the office equipment fraternity always suggests sealing machines, lived for a long time at Bedford, Mo., where he used to have an important lumber business, employing a considerable number of men. On Christmas day each year he always man-

aged to get up a big Christmas tree, among whose green and generous branches were remembrances for about everybody in town.

Several years ago Uncle Dan left Bedford to try his fortunes in a bigger world of business achievement. In this big world he was successful in a bigger way, just as he had been successful in a lesser way in Bedford; but wherever he went and in whatever enterprise his keen and sagacious mind was engaged, he never let the thought of Bedford and the yearly Christmas tree get shunted into the background. The tree, with its appropriate gifts and kindly remembrances, was always ready, and always was sent by Uncle Dan himself. And it has always carried a generous load of good things for those early friends whom he has never forgotten. Frequently have its branches been borne to the ground under the load of presents.

The Christmas tree is one of Uncle Daniel's special perquisites. He has never permitted anyone to get ahead of him or even to get a "look-in" on this form of kindliness. "In some of the lean years of business," said Uncle Dan, "this evergreen was not quite so heavily burdened," but, with a soft glow in his eyes he added, "I've had the pleasure of making it up in other years."

Harry Pounsford's Auto Trip.

Office Appliances is the recipient of a copy of the September number of "Honk Honk," the official organ of the Automobile Club of Cincinnati, containing an interesting report of an automobile journey taken by Harry G. Pounsford, president of the Pounsford Stationery Company of Cincinnati, with Donald Miller, Stanley Pounsford and James Pottenger. The journey began at the Pounsford home on College Hill at 8:32 o'clock one rainy morning last summer. Their itinerary included Hamilton, Somerville, Richmond, Ind., Bluffton, Fort Wayne, Sturgis, Mich., Mendon, Vicksburg, Kalamazoo, Grand Rapids, Kent City, Muskegon, Traverse City, Cadillac, Ludington, Manistee, Petoskey and many other points in the Wolverine state. Just before reaching Muskegon, a motor cop appeared and informed the autoists that it was against the peace and dignity of the state of Michigan for motor vehicles to trip along through the state at more than twenty-five miles per hour, and directed them, on arrival in Muskegon, to call upon Judge H——. This they did. The judge seemed to expect them and to be pleased at their arrival. He said, in view of their ignorance of Michigan regulations, he would remit the fine and charge them only the costs—$4 for the state and $3 for the county. For these sums Mr. Pounsford obtained a judicial receipt, which he intends to frame. At his suggestion the court requested the highway commissioners to erect signs which would give motorists information as to the Michigan speed limit. The judge informed the Pounsford party by way of consolation that they were the seventh offender against the speed laws to cash in that afternoon.

He Sells Office Furniture.

A recent letter to Office Appliances contains the following paragraph, here reproduced as a suggestion to office equipment salesman:

"I was in ——— about 8:15 yesterday morning and had an order for two desks and three chairs by 9 o'clock. One of the boys asked me how I got the business and the only answer I gave him is, 'By being on the job every minute.' I got an order for five desks and twelve chairs before 10 o'clock this morning, and there were twelve salesmen after it. Business is fine and anyone who says differently ought to get out and look around."

The Inner Circle

Lee Kingsley, president of the U-File-M Binder Company of Syracuse, N. Y., and inventor of the device for which his company is named, was connected with the typewriter industry for many years and was one of the best known typewriter salesmen in the East, having held several responsible positions with leading companies in the field.

* * *

E. St. Elmo Lewis, vice president and general manager of the Art Metal Construction Company and one of the best known advertising men in America, got his early training from President Patterson of the National Cash Register Company. Mr. Lewis refers to this early experience with reminiscent pride and pleasure.

* * *

George B. Graff, head of the George B. Graff Company of Boston, Mass., received his early education in St. Louis, where he was a classmate of Robert D. Patterson and several others who have become well known. For a number of years Mr. Graff managed Christian Endeavor publications, going to Boston at the urgent request of Dr. Francis E. Clark, who recognized Mr. Graff's ability and fitness for the post of publication manager.

* * *

Harry C. Lavette, manufacturer of Lavette's Patent Photo-mailing Envelope, sturdy and compact of build, with closely-cropped iron gray mustache, looks the picture of the strong, sensible business man, which he is; but one would not suspect him of having in his younger manhood lived among scenes and incidents more exciting by far than fall to the lot of the average man. For a number of years Mr. Lavette was an officer of the secret service, and some of his experiences in ferreting out and arresting criminals of the more desperate sort would furnish enough hair-raisers to supply the modern detective story writer with plots for a year.

* * *

Willis V. Dick, president of the Safe-Cabinet Company of Marietta, O., was at one time prominent in ecclesiastical affairs in Ohio. Mr. Dick was a minister for many years and was presiding elder of a large district in that state. It was while serving in the ministry that the idea of the Safe-Cabinet occurred to him, and he caused one to be made according to his plans for the safe-keeping of the papers and documents in his charge. A few years later he was induced to manufacture the device, which had in the meantime been patented, and finally the business grew to such an extent as to demand all of his attention.

ORIGIN AND DEVELOPMENT OF PRINTYPE

Being a Remarkably Interesting Story of How the Oliver Typewriter Company Originated and Perfected Printype, and How Officer Printype — Twenty-Five Million Portraits of Whom Have Been Scattered All Over the World — First Came Into Being.

"SOME years ago," said an officer of the Oliver Typewriter Company recently to a representative of Office Appliances in reply to a question as to how Printype originated, "we decided we would like to have a machine which would write the word 'Oliver' in shaded ebony characters identical with the trade mark of the company. A die of this word was accordingly made suitable in size to the usual pica letters on the machine and the corresponding steel block made from this die was attached to a type-bar in the cap-shift of a machine. This machine was installed in the office of President Lawrence Williams and it was the only machine of its kind in existence. No matter where I might be in the country, if I received a letter in which the Oliver trade mark was written by a ribbon impression in fac-simile I knew that the letter was written on the machine in Mr. Williams' office.

One day Mr. Williams suggested that if one set of letters could be shaded so as to write a special design, it ought not to be impossible to shade all of the letters, and so secure an Oliver type-face which should be known as the Oliver type.

"Following out this suggestion, an expert engraver was put at work immediately to engrave steel dies for the requisite shaded letters and figures. For some reason this man, after being on the job for some time, could not complete it, and the work he had done was discarded, because we found that no engraver, even if he works to an absolute scale, can duplicate the work of another, any more than one man can exactly imitate the handwriting of another. Another engraver was employed to make a new set of dies. The upshot of the matter was that we spent two years' time and some thousands of dollars getting out the type.

"The Oliver Typewriter Company makes all its own typewriter type from cold-pressed steel. When the letters are raised by means of male and female steel dies on the little steel type blocks—and this requires enormous pressure—the type blocks are then put into an oven and case-hardened with bone dust. Because the types are steel so tempered and hardened, one will never find an Oliver machine whose letters have been worn by use. It is impossible to deface steel so treated by ordinary rough usage.

"To return to Printype: After the proper dies were finished a set of type was completed and put on a machine, which was then turned over to the advertising department so that the type could be given a suitable name. I carried a sample of that typewriting and some of the type around in my pocket for a month before a suggestion came to me. The type was known at the Oliver factory as No. 145. One day it occurred to me that since the type was like print, why not call it 'printype'? The name as written that way looked awkward, but by eliminating the hyphen and one t, we created the single significant word "Printype," which we adopted as a trade mark and copyrighted as the legal name and designation of that distinctive type face.

"Several machines fitted with Printype were made at once and distributed among different Oliver offices. The first inquiry came from a Chicago bank, one of whose officers, visiting in Los Angeles, had seen a letter written on a Printype machine in our Los Angeles office to a bank in that city. On his return to Chicago the banker having ascertained the source of the letter he saw, sent to our office for a Printype Oliver—he didn't call it that, for no one knew the name then—but he made clear what he wanted. On seeing the machine, he immediately ordered twelve. Another big Chicago concern happened upon a sample of Printype work and also ordered twelve machines. We were not pushing Printype then, and did not until voluntary orders amounted to half the factory output.

"By the way what kind of a new Oliver face is that on your letter, which is certainly the most beautiful I ever saw, and the next time I order I want to get it without fail. This is the nearest approach to type work I have ever seen." 1 2 3 4 5 6 7 8 9 0

A Reproduction of Printype Machine Work. Being an Extract from a Letter to the Oliver Typewriter Co. by J. P. Drennan, Publisher of the Decatur Review, Decatur, Ill.

"We created Printype to give something neat, distinctive and unusual in typewriting; but we found we had done far more than we ever dreamed of doing. We found that Printype saves eyesight by relieving the monotony of the typewritten page. We learned that in all the hundreds of years in which book and newspaper type has been manufactured there has never been a successful body type that was not shaded. Printype disclosed certain things its makers never before suspected. We found that the shaded letters with their comparatively broad surfaces will not blunt under the hardest usage; that the use of such a type lengthens the life of the typewriter ribbon. The blunt face does not cut the ribbon, and it takes out less ink in one spot. In other words, a sharp edge cuts more deeply, taking out more ink where the edge strikes. A blunt type, on the other hand, gives as strong an impression to the eye, but leaves the ink better distributed in the ribbon, so that capillary attraction works more quickly, especially since the substance of the ribbon is left longer in its original condition.

"The manufacture of Printype has demonstrated several other things to the satisfaction of the Oliver Typewriter Company. It has shown:

"1. That we must have a type that will not wear out.

"2. That there must be absolutely uniform alignment, for a Printype letter out of alignment looks infinitely worse than an ordinary typewriter letter in the same condition.

Splendid example of some of Briggs' work, showing his creation, Officer Pintype, in the act of driving Large Roman and Elite away from the door of "Modern Business."

"3. Printype letters must register absolutely at a common center.

"4. The typewriter carriage must travel in a straight line.

"5. The base of the typewriter must be absolutely rigid.

"We contend that the Oliver construction is peculiarly suited to meeting all of the foregoing five conditions.

The Creation of "Officer Printype."

"When Printype came into being, Briggs, the cartoonist, who is now working on one of the New York papers, was with a Chicago daily, and was doing a little work for us on the Oliver Bulletin. I called Briggs over one day and asked him if he could create something that would help us advertise Printype. 'What does it do?' he asked. 'For one thing,' I replied, 'it saves your sight.' 'Then draw a policeman,' answered Briggs, 'and give him the slogan. He protects your sight. Do that and call him Officer Printype.'

"So Briggs drew a picture of Officer Printype, on the visor of whose cap is the number 145, by which Printype was originally known at the factory. This is the explanation of how Officer Printype came to be No. 145, something which has caused no little speculation among our friends.

P. A. HOFFMAN, MANUFACTURER

Tribute to a Quiet Man Whose Big Personality Has Won Recognition from Constituents and Customers.

UP AT Hastings, Minn., everybody knows who Pete Hoffman is. They will tell you with surprise at your ignorance that Pete Hoffman is the Hon. P. A. Hoffman, county auditor since 1903, re-elected at the last election and "insured" in his office until 1919. If you press for more information you will discover that friend Peter is president of the Smead Manufacturing Company, which pretty nearly put Hastings on the map, and that the Smead Bandless Filing Envelopes are known and sold in nearly all countries.

There has always been a tacit understanding between the editor of Office Appliances and friend Hoffman that no reference is to be made to his political career. He has always left that part of his life to the tender mercies of rival candidates for the office of county auditor. Readers will, of course, perceive instantly that we have said nothing whatever about political matters, for politics as popularly understood involves a difference of opinion—something which has never been evident on the part of Mr. Hoffman's constituents. The situation reminds us of the man who went into a poker game in the ship's cabin one day. A friend said, "Well, Bill, I heard you were playing poker yesterday." "It wasn't poker," replied Bill sadly, "it was a cinch."

Hoffman is a strict but clever business man. Four years ago he went with the Smead Manufacturing Company and has built up in that short period a business which is really remarkable for commercial solidity.

Mr. Hoffman was born at Hastings, Minn., June 30, 1879. He tells us that most of his education was obtained in the school of experience and by getting close to nature—mostly human nature.

The Smead Manufacturing Company makes no cheap goods. It purchases the best raw material obtainable and makes it up into a product as good as can be made, selling this product at a price which leaves a profit for everybody, including the Smead Manufacturing Company, whose policy, "Our customers never make mistakes," throws a white light upon the reason why everyone who does business with them always continues to do so. Hoffman says: "We have had a very healthy growth, and we hope to make every prospect a pleased customer before I shall be content to be placed away to rest in the little garden by the roadside."

Hoffman is one of the finest young men in the office appliance industry. His personal qualities are those which attract and hold the regard and respect of other men. Physically as well as mentally he is big. Someone said the other day that Pete Hoffman is all wool and a yard wide. Charley Pelton agreed that the statement was true and that it is literally a fact so far as the yard wide part of it is concerned. If Hoffman has any enemies they are such as all square men must have.

NEWS AND MISCELLANY

PRESENTING THE IMPORTANT NEWS OF THE MONTH WITH AN INTERESTING REPORT OF THE NOTABLE ACTIVITIES IN EVERY SECTION OF THE FIELD

Errata.

A momentary lapse of the mental faculties caused two or three errors in the January number of this magazine. Unwittingly we gave that distinguished playwright and poet of the sixteenth century, Ben Jonson, credit for Rasselas, which Samuel Johnson wrote more than a century later in the evenings of a single week, because, in his poverty and wretchedness he could find no other way to meet the expenses incident to the death of his mother. Had our error occurred in the life-time of the great essayist and lexicographer, he might have annihilated us with an epigram, thus giving us a title to fame which we shall doubtless otherwise lack. What the lawyers call "idem sonans" has made men do worse things than this, however.

Another annoying error occurred in a short personal paragraph wherein it was stated that H. C. Miller, president of the Stationers' Loose Leaf Company of Milwaukee and New York City, had, years ago, acquired the Moorehouse patents. Loose leaf men well know that Mr. Miller is one of the foremost inventors in the loose leaf field; but that the Moorehouse patents are the property of the Heinn Company of Milwaukee, with whom Mr. Moorehouse was long associated.

In the announcement of the birth of a son to Mr. and Mrs. O. A. Wilkerson of Miamisburg, O., Mr. Wilkerson was referred to as assistant sales manager of the Fireproof Furniture and Construction Company. Mr. Wilkerson is sales manager, not assistant sales manager. He, of course, confidently expects that his son will one day be his assistant.

Claims Price Books Unaffected By Decision.

The Stationers' Loose Leaf Company of Milwaukee and New York, co-defendant with three other important loose leaf manufacturers in an infringement suit started last month by the Irving-Pitt Manufacturing Company, has issued, on the advice of its patent lawyer, the following circular letter to the trade:

"To reassure the stationers of the country in reference to the Miller Price Books, and to let them know that, although a suit has been instituted against us by the Irving-Pitt Manufacturing Company, the stationer need have no hesitation whatever about selling the Miller Price Book.

"We have had our patent attorneys carefully examine the Pitt patent No. 778,070, and decision in the Irving Pitt Manufacturing Company vs. Twinlock Company, McMillan Book Company intervener-defendant, sustaining said patent, with reference to its effect upon the manufacture and sale of our ring form loose leaf binder. According to an opinion from our patent attorneys, who have gone into the matter carefully and extensively our binder does not in any way infringe the Pitt patent in question.

"The attorneys refer to a printed circular letter of Irving-Pitt Manufacturing Company, Kansas City, Mo., relating to the said decision given by Judge John C. Rose in the U. S. Court for Southern District of New York, sustaining the said patent, and they say with reference to the construction of our binder that it does not come within the terms of the said Pitt patent and advise that we need have no hesitancy in manufacturing, selling and using our binder inasmuch as it comprises the combination of 'a spring-plate, a pair of hook-carrying plates in rocking engagement with the spring-plate, and angular stiff tie-strips engaging registering transverse play kerfs provided in the hook-carrying plates,' as set forth in our (Miller) patent No. 1,072,633 of September 9, 1913.

"The attorneys further state that the aforesaid Irving-Pitt Manufacturing Company patent is limited to 'a plurality of interlocking hook-carrying plates' and to 'means for reliably holding the hook-plates and the springplate together.' Our 'hook-carrying plates' do not interlock and there is no inclusion or necessity in our binder of 'means for reliably holding the hook-plates together.' Hence we can be assured that binders made in accordance with the claims of our patent aforesaid are not infringements of the Irving-Pitt Manufacturing Company patent above noted.

"From the foregoing comparison it will be seen that the two binders are entirely different and that stationers need not hesitate to buy and sell our binders, and, furthermore, we stand back of our binders and agree to protect our customers in every way possible so that they do not run any risk in handling same.

"We are still manufacturing and selling Miller Price Books of the ring form construction and any orders you send us will receive our usual prompt attention."

An Echo of the Perrin B. Jordan Failure.

The failure in December last of Perrin B. Jordan & Co., a small commission concern at Wilkes-Barre, Pa., is still fresh in the minds of manufacturers, several of whom suffered loss as a result of the questionable methods of this firm and a subsidiary company. This man's method, it is stated, was to purchase goods on credit from reputable concerns and to sell them at retail for less than the

wholesale price of the goods, expecting, apparently, to clean up a considerable sum in cash.

Through the efforts of the Stationers' & Publishers' Board of Trade in New York Jordan's practices were unearthed and he was immediately thrown into bankruptcy. One of the attorneys who recently examined him says that he has already made admissions that will enable creditors to recover at least $6,000 worth of undisclosed assets. Jordan has admitted that he had assets on hand and purchased since September 1 to the amount of $13,-755.15, and that, giving him credit for every expense he has asked for, there should still be a balance of six or seven thousand dollars. The attorney states that he has come into possession of the original copy for list sent out by Jordan advertising the merchandise for sale; he has found the printer who printed the circular, and the latter states that the copy and order for printing were brought by Jordan, who told him to say, in case of inquiry, that they were brought by C. H. Frantz, who is a seventeen year old boy much under Jordan's influence. It is stated that several of the letters sent out by W. D. McGuire recommending Jordan for credit were not signed by McGuire, but by Jordan's stenographer. There were several other remarkable disclosures in the testimony. It appears that Jordan created the Wilkes-Barre Brokerage Company and placed young Frantz in charge, turning over merchandise to him in lieu of salary. The mail of the brokerage company was at first received at the office of a man who does blue printing and the only part of the office used by the brokerage company is said to have been a tin letter box. Later the brokerage company had an office in another building near Jordan, where considerable merchandise has recently been found and seized for the benefit of the creditors.

It is stated that since the petition has been filed against him Jordan has, among other things, destroyed a large amount of his papers on two different occasions, putting them into a waste basket in his office and setting fire to them.

As a result of the matters disclosed it is reported that the case may be brought to the attention of the United States district attorney with a view to taking steps toward a criminal prosecution.

Royal Stockholders Meet.

The annual stockholders' meeting of the Royal Typewriter Company, Inc., was held on January 5, 1915, at the office of the company, 364 Broadway, New York City. At this meeting the following were elected directors for the ensuing year:

Messrs. H. H. Vreeland, Philip T. Dodge, Samuel Metzger, John Quinn, I. V. McGlone, George E. Smith, Charles B. Cook, Edward B. Hess and J. Couper Lord.

At the directors' meeting, held immediately after the stockholders' meeting, the following were elected officers of the company:

Herbert H. Vreeland, chairman of the Board of Directors.

George Edmond Smith, president.

Charles B. Cook, vice-president.

Edward B. Hess, vice-president.

J. Couper Lord, secretary and treasurer.

Henry G. Lindner, assistant treasurer.

N. Y. Stationers Win Window Envelope Contention.

The Stationers' Association of New York recently took up with the Post Office Department the subject of enclosures in window envelopes of checks, vouchers and other colored stationery. It appears that the Post Office Department has forbidden the use of colored enclosures in window envelopes on the ground that such enclosures make it difficult for the postal clerks to decipher the addresses, especially when the addresses are written on dark colored stationery in comparatively pale ink. This ruling applied to all colored stationery and resulted in some curtailment of the use of window envelopes.

The matter was, therefore, taken up by the New York stationers with the object of securing some modification of the rule along more reasonable lines. This has been accomplished. The Hon. A. M. Dockery, third assistant postmaster-general, in recent correspondence with H. W. Rogers, president of the Stationers' Association of New York, explains the reason for the rule which the Post Office Department made. The reason was substantially as given above. Mr. Dockery pointed out, however, that the department desires to co-operate with the public to the fullest extent possible in facilitating the use of the mails. To do this the service must be maintained upon an efficient basis. A rule forbidding the use of colored stationery in window envelopes can hardly be applied literally, however, since there are many tints which are sufficiently light when addressed with ink of black or some other strongly contrasting color, to be perfectly legible when used in window envelopes. The regulation of the post office pertaining to the use of window envelopes recites that the windows shall not be colored and shall be made or treated so as to be as transparent as possible. Mr. Dockery points out that the essential feature of the post office regulation is that the address may be seen distinctly through the transparent portion of the window envelope. The Post Office Department has no objection to color in enclosures, provided it does not interfere with the easy reading of the address. However, where the address is not legible the department will emphatically object.

Chattancoga Manufacturers Form Exhibit.

The Chattanooga Manufacturers' Association of Chattanooga, Tenn., ushered in the new year with the usual observance of open house on January 1. They also introduced a plan to boost Chattanooga products by a permanent exhibit of Chattanooga-made goods. This exhibit will be held in the organization's building. Factories of all association members were closed on New Year's Day so that employes and their families could enjoy a holiday and, if they wished, visit the exhibit to see how their handiwork looks on dress parade. The invitation was extended to the public and heralded through the press. A brass band toured the city in a street car on December 31, the car bearing streamers advertising the event. Many hundred people visited the exhibit during the day and evening.

In connection with this exhibit a plan has been formulated to increase the results of the display. This is in the nature of a follow-up system to enhance the effectiveness of the exhibit and make it fruitful of new business. The first step in the plan was to compile and issue a directory of the association. This is a complete and interesting little publication, presenting a tabloid history of the organization, with the names, addresses and lines of all the members. The directory is indexed and cross-indexed. It is so arranged under an alphabetical system that any firm or any product can be readily found. One of these directories will be sent to every out-of-town man who visits the exhibit and registers, and accompanying it will be a personal letter thanking him for the visit and inviting patronage. The letter also sets forth the fact that the Chattanooga Manufacturers' Association, representing many millions of invested capital, stands sponsor for the business responsibility and good faith of its members. Chattanooga citizens expect this movement to win business for the city.

New Typewriter Company in Oklahoma.

Readers of Office Appliances will be interested in the fact that John D. E. Boaz has taken out a charter in the state of Oklahoma, bringing into existence the Oklahoma Typewriter Sales Company, Inc. The company opened its offices on January 1 in the best office building in Oklahoma City, and Mr. Boaz states that up to this time their

John D. E. Boaz.

business has exceeded his expectations, although he put the mark rather high.

The Oklahoma Typewriter Sales Company, Inc., will be run on a high plane, and it is planned to develop a sales organization that will be worth while. The company will cover the state of Oklahoma and later on the whole southwest. They have begun in a modest way, but plan to do everything right as they go along. They will have a well equipped mechanical department taking care of machines in the city and throughout the territory covered. This department will be managed by F. R. Oakes, for a number of years connected with the typewriter business in Oklahoma City. The city department will include not only Oklahoma City, but other cities of the larger size in the state, and a live-wire man will be put in charge of this part of the work. He will take over additional cities as he develops what he has. Mr. Boaz will himself handle the field department as his special work. This department will include all territory not under the city division. He will make trips over the state appointing dealers who will work for the best interests of all concerned. The mail order department will be handled in connection with the field department, and will be no small part of the organization. In addition to all these departments for handling the work, an efficient employment department will be installed and a system worked out which will make that department something to be proud of. The company plans to furnish its customers with efficient help, help that the company knows is efficient. It is planned to know exactly what a stenographer or bookkeeper can do before the company sends him out. This department will be an important feature of the company's service.

The Oklahoma Typewriter Sales Company, Inc., has opened its offices at 201-202 State National Bank building, Oklahoma City, and will carry new and factory-rebuilt machines in all makes. The president and general manager is John D. E. Boaz; the secretary and treasurer is M. C. Meister. The company has started with a modest capital stock, which will increase as circumstances require. Mr. Boaz says that they purpose to begin low and go slowly so that they will be better able to rise high. The company will handle the very highest grades of factory rebuilt machines, office appliances, etc., and supply everything that an office needs. In the beginning a large stock will not be carried but the stock will be complete. They will not handle for the present any machines direct unless it be the Corona.

Mr. Boaz is a typewriter man of twelve years' standing. He has represented well known typewriter companies on the firing line of the sales force for that number of years, and understands the typewriter business very intimately indeed. He is one of the original subscribers to Office Appliances and this magazine welcomes the opportunity to announce the formation of this new company which Mr. Boaz heads. We predict for him much success in this new venture.

Mr. Boaz intimates that he would have forwarded a photograph of Mr. Meister, the secretary-treasurer, were it not for the fact that the latter gentleman has no new pictures and is "gun-shy" when it comes to facing a camera. He avers, however, that Mr. Meister is a fine-looking man and a live wire.

Jacobs Resigns as Scranton Underwood Manager.

Harry D. Jacobs, for several years manager of the Underwood Typewriter Company's office at Scranton, Pa., resigned just before the end of the year on account of ill health. About the first of the year Mr. Jacobs was attacked with a severe illness and for a time was in a very critical condition. It is stated that his illness was due in part to abdominal trouble along with a nervous breakdown resulting from overwork and the trying conditions which accompanied his efforts throughout 1914.

Mr. Jacobs opened the Underwood office in Scranton in August, 1912, coming to Scranton from Philadelphia. He established the present quarters of the company at Adams avenue and Spruce street and opened seven new subbranch offices in surrounding cities and towns. Mr. Jacobs is one of the best known typewriter men in this part of the East.

He spent twenty years selling the products of the Union

Harry D. Jacobs.

Typewriter Company and for seven years was manager of the office of the Monarch Typewriter Company in Philadelphia. He is a member of the Scranton board of trade and is much respected for his character, industry and sound judgment. He was very successful as manager of

the Underwood office, advancing it from eighth to fourth position among Underwood agencies, it is said.

It is expected that upon his recovery Mr. and Mrs. Jacobs will return to Philadelphia, their former home.

Polar Company Appoints Exclusive Middle West Agent.

It is announced that L. C. Johnson, who has his office at 412 South Fifth avenue, Chicago, is now the exclusive representative of the Polar Manufacturing Company for the Middle West. The business of the middle western office is conducted under the name of the Polar Manufacturing Company.

Dealers in this section who desire information concerning the broad line of new and practical office articles which this company is putting on the market should keep in touch with Mr. Johnson.

The Polar Manufacturing Company, whose main offices are in Philadelphia, have on the market today the Polar desk reminder, the Polar pocket index card case, the Polar glass desk pad and the Polar cut glass paper weight and tray, and they state that they expect to add new articles to their lines from time to time.

The company's idea of securing suggestions for practical office articles from clerks in stationery stores and rewarding the latter on a royalty basis is novel and has worked thus far with much success.

The proprietor of the Polar Manufacturing Company is Maurice R. Landes, the originator and manufacturer of the well-known Non-Shine chair pad. Stationery dealers who may not be upon the mailing list of the Polar Manufacturing Company are invited to get in touch with the office of the company at its new office and factory address, 611 Cherry street, Philadelphia, Pa.

Hermon Metcalf Again in Office Equipment Field.

Hermon C. Metcalf, formerly with the N. M. Minnix Company of Washington, D. C., later the organizer of the Betterway Service, and still more recently connected with Y. M. C. A. work in the East, has again entered the

Hermon C. Metcalf.

office equipment field, and has become actively identified with the N. M. Minnix Company, in which concern he has retained his financial interest and the office of vice-president during his absence from the field.

It is stated that Mr. Metcalf will also develop the Betterway Service. His address is 701 Southern building, Washington, D. C. He will in the future confine his efforts to office appliances. With his years of experience in this field Mr. Metcalf will undoubtedly form many profitable connections with manufacturers who desire representation in Washington and vicinity.

Typewriter Contest in Denver.

The Colorado State Teachers' Association held a convention in Denver during the week beginning December 27. On the 29th of the month they held a typewriter contest under the international contest rules supplied by

Gregor MacPherson, Winner Colorado Teachers' Association State Typewriting Contest.

Prof. J. N. Kimball. There were about forty contestants. In the first section, amateur class, fifteen minutes writing from unfamiliar copy, Gregor Macpherson won first place with an Underwood machine, writing 1,280 words with thirteen errors, giving him a net record of 1,215 words, or 81 words per minute. In the second section, Edna Norberg, an Underwood operator, won first place with a net record of 46½ words per minute. In the third section the prize was won by Miss Ruth Kennedy, a Remington operator, at a net average speed of 52½ words per minute.

Gregor Macpherson, the winner of the first section of the contest, graduated last spring from the North Denver high school, and just before his graduation he qualified and took the 80-word Underwood credential test. At that time he made a net speed of 70 words per minute. His skill on the typewriter has created considerable comment among business colleges, high schools and students.

Big Concern to Hold Fire Test.

The Macey Company of Grand Rapids, Mich., and the Safe-Cabinet Company of Marietta, O., have recently exchanged correspondence with a view to arranging details of a competitive fire resistance test between the Macey Inter-Inter Safes and the Safe Cabinet Company's Safe-Cabinets.

These competitive tests, to be caried out as nearly as possible under the conditions of an actual fire in a building, will probably be made at an early date. It is hoped that other manufacturers of similar fire-resisting devices can be induced to participate.

Persons of unimpeachable integrity and unbiased fairness will be selected as judges. It has been suggested that this test be made at Lansing, Mich., so that Robert K. Orr, manager of the State Insurance Department of Michigan, may be present.

Canadian Adding Machine Man Shows New Way.

A. L. Whitelaw, Canadian sales manager for the Ellis Adding-Typewriter Company of Toronto, Canada, has sent Office Appliances a remarkably interesting scrapbook, containing actual photographs of the exterior of the Canadian office at 51 Richmond street, West; cuts of the Ellis Electric and regular Ellis adding-typewriters; a reproduction of the medal and premium awarded to Franklin Ellis by the Franklin Institute of Philadelphia; an example of the work of the Model A. C. Ellis Electric, showing debits, credits, totals, cross tabulations and various other operations all on one sheet; a picture of the Imperial

A. L. Whitelaw, Toronto Manager, Ellis Adding-Typewriter Co.

Bank of Canada, the first Canadian user of Ellis adding-typewriters; a picture of the Parliament buildings at Quebec, where the Workmen's Pension Board have a Model A. C. Ellis for cross tabulating work; a picture of the Bank of Toronto, which uses four Ellis machines; picture of the establishment of Robert Simpson & Co., Ltd., using the Model A. C. Electric, and a picture of the

Breaking Records with the Ellis at Toronto.

plant of the T. Eaton Company, Ltd., the largest Canadian user of Ellis machines.

The election returns at the recent election in Canada were tabulated in the City Hall on Ellis machines, and a picture of the Toronto City Hall is shown. A likeness of Mr. Whitelaw is also presented, and a picture of Ellis operators at work tabulating the returns at the recent Toronto municipal election. Clippings from the Toronto World on the compilation of the election returns by adding machine, and similar comments from the Telegram, the Star, Mail and Empire, Globe, News, etc., are also given.

Some mention of the use of the Ellis in tabulating the election returns will be interesting. On January 1 the people of Toronto elected a mayor, members of the Board of Control, aldermen, Board of Education, and voted on two money by-laws. The polling took place in 406 subdivisions, the polls closing at 5 p. m. With the aid of 165 collectors and a staff of over 50 at the City Hall, the final returns were given out at 9 o'clock the same evening. Mr. Whitelaw says that in his former experience in this work they have never succeeded in obtaining complete returns the same night. The speed with which the last returns were tabulated was attributed to the use of Ellis machines for handling this work.

The Toronto branch of the Ellis Adding-Typewriter Company was opened last March, and Mr. Whitelaw reports very satisfactory progress in spite of difficult general financial conditions. When Mr. Whitelaw opened his office all of the Toronto newspapers voluntarily gave the news, together with his photograph. In this manner all of his friends were made aware of his new connection and through them many inquiries were received for information regarding the Ellis machine.

Paper Company to Exhibit at San Francisco.

The New England paper industry is to be well represented at the San Francisco Exposition. Among those who will have exhibits is the Eaton, Crane & Pike Company, which has prepared a costly miniature manufacturing plant to illustrate its methods of making fine writing papers. This plant has been designed by the Messrs. Crane of Dalton and Westfield. It is said that as a thing of structural beauty, the exhibit surpasses anything of a similar nature ever attempted, and it will stand as a worthy monument to Berkshire's famous paper making institutions. It will present to the public a comprehensive idea of the production of fine social stationery.

How the work of designing and building this exhibit was carried on is rather interesting. A Panama-Pacific committee was formed, composed of the following members of the Eaton, Crane & Pike Company's staff:

W. C. Ostrander of the art department, chairman; D. H. Muir of the sales department, C. G. Percy of the advertising department, R. O. Nicolai and A. C. Eaton of the production department, and T. H. G. Peirce, of the department of construction.

This committee met daily for weeks to discuss the details of the work, each member contributing from his department.

As plans matured, men were assigned to the task of construction, and it is estimated that more than twenty-five people have been engaged in the work for the past several months.

The design approved provided for a display thirty-five feet square, covering 2,225 feet of floor space. A corner space in the Palace of Various Industries was assigned for this display, which thus provides for two sides on the main aisles. The other two sides, not on the aisles, have been separated from other booths with a beautifully designed partition, fifteen feet high, done in mahogany and paneled to accommodate paintings on tapestry of the Eaton, Crane & Pike Company's factories and of Z. & W. M. Crane's Bay State mill in Dalton, Crane & Company's Pioneer mill in Dalton, and Crane Bros. mill in Westfield.

Each of the tapestries is ten feet wide by six feet deep, and individually forms a worthy exhibit.

Two of these paintings are hung on either side of the right angle formed by the mahogany partition and in addition to these panels there is one more on either side having in bold letters the names of Crane's Linen Lawn and Highland Linen.

The manufacturing and exhibiting section of the booth is arranged in a square within the square of the twenty-five-foot space, in such a manner as to have two sides of the smaller square on the aisle and two private aisles between the other two sides of the square, and the right angle of the partition.

Six beautiful, all glass show cases will furnish proper space in which to show finished products. These cases also serve the purpose of helping to block off part of the exhibiting square, while a low railing completes the enclosure.

Within this enclosure there will be in reality a miniature paper making plant consisting of one small beating machine which shows how linen rags are beaten into pulp and then from this plastic state fashioned into sheets of paper.

Chief among the other interesting exhibits, are the following:

An envelope cutting machine, which cuts envelope shapes from large, flat sheets of paper.

A gumming machine for the purpose of applying pure gum arabic to the flaps of envelopes.

An envelope machine which makes complete envelopes from the odd shaped pieces of paper cut by the die of the envelope cutter.

Boxing both paper and envelopes by hand.

An embossing machine which stamps and illuminates monograms, crests, etc.

An imprinting machine which impresses the dealer's name under the flaps of the envelopes.

Chamber of Commerce of U. S. A. Meets.

A special business session was set aside by the Chamber of Commerce of the United States for the address of President Wilson. He spoke on the evening of February 3. The sessions were held on February 3, 4 and 5 at the new Willard Hotel, Washington, D. C.

The program of the meeting of the National Chamber was of interest to all business men. Secretary of State Bryan discussed American investments abroad and laid before the delegates the problem as he sees it from the point of view of that department of the Government which directs the foreign policies of the nation.

The Administration has declared itself in support of the pending Merchant Shipping Bill, and the Secretary of the Treasury gave official utterance to the views of the Administration. Senator Burton of Ohio presented the views of those who are opposed to the legislation now urged by the Administration.

The continued close association of the Chamber with the Department of Commerce was evident in the part which Secretary Redfield took in the proceedings. He spoke at the banquet on the development of foreign commerce. Hon. Charles Sumner Hamlin, Governor of the Federal Reserve Board, spoke on the evolution of the Federal Reserve Bank system and its bearing on commercial relations.

The National Chamber is a federation of more than 600 chambers of commerce, boards of trade, commercial clubs and associations and trade organizations—which in turn represent approximately 275,000 corporations, firms or individuals—with an individual membership numbering 2,500, while it is working on a budget of slightly over $100,000. It represents business organizations in every state in the Union, except New Mexico, as well as Hawaii, Porto Rico and the Philippines, and American chambers of commerce in Paris, Berlin and Constantinople.

New Company at Staunton, Va.

On the first of February, Jno. C. Bryan, recently manager of the Charleston Paper & Stationery Company, of Charleston, W. Va., entered into partnership with his father, E. M. Bryan, in the stationery and printing business at Staunton, Va.

Mr. Bryan will take charge of the selling end of the business while his father will superintend the printing plant. It is planned to cover the states of Virginia and West Virginia.

Special attention will be given to the office equipment and loose leaf fields, the junior member of the firm having had much experience in these lines. He was connected with the R. P. Andrews Paper Company, of Washington, D. C., as city salesman for the loose leaf and school departments before being appointed manager of their Charleston branch.

John C. Bryan.

New Gotham Manager for Art Metal.

On December 1, E. C. Myers was appointed sales manager of the New York branch of the Art Metal Construction Company, with offices located at 1460 Woolworth building.

E. C. Myers.

Mr. Meyers has had a wide experience in the office equipment field and in devising filing and card systems, as well as arranging interiors for banks, libraries and business offices.

He was recently associated with Thomas Bruce Boyd of New York City, for whom he handled some very important jobs, including the Chase National Bank of New York, Brooklyn Trust Company and the Guardian Trust Company of Cleveland.

Addressograph 100 Club Holds Meeting.

Readers of Office Appliances may recall that just a little more than a year ago—to be exact, on January 1, 1914—the Addressograph Company of Chicago, announced the formation of a club to be known as the 100 Club, to be composed of men who made during the year 100 per cent of their annual quota. The first meeting of the Addressograph 100 Club was held, therefore, this year, the salesmen making the necessary record being called to Chicago on January 12 to 16, inclusive. Twelve salesmen made the necessary 100 per cent quota and attended the annual meeting. They came from widely separated sections of the country. In addition to the twelve men who made the quota there are three men who have been made honorary members of the club, which is composed of the following persons:

Charles E. Trinite, Baltimore, president; C. E. L. Shaw, San Francisco, vice-president; W. F. Strutz, Chicago, secretary; B. F. Garvin, Buffalo, treasurer.

Directors: A. L. Matter, Butte, Mont.; S. H. Fox, Pittsburgh, Pa.; E. H. Read, New Orleans, La.; F. W. Reno, Minneapolis, Minn.; L. P. Rossiter, Des Moines; K. MacGregor, New York, N. Y.; C. J. Welford, New York, N. Y., and Wm. F. Milburn, a traveling salesman.

Following are the honorary members of the club: C. D. Worthington, manager of the Chicago office of the Addressograph Company; E. J. Ferris, manager New York City Addressograph office, and A. L. Davis, manager of the Addressograph Company's Boston office.

The purpose of the club is to get the representative members of the selling force together each year to discuss advertising and selling plans with the officers of the company. It is pointed out that the position of the club is advisory, and that it was organized to give the company the benefit of the advice and suggestions of the best men in the organization, for it is felt that the best advisers are men who have themselves made 100 per cent. Meetings of the club are informal. There are no dry speeches nor set addresses, but all of the sessions consist of round-table talks on practical subjects.

The officers of the club are composed of the four men who finish with the highest scores at the end of the year. There is one exception to this rule, however; that where a man does not devote himself exclusively to Addressograph work he is not eligible to become an officer of the club, but may become a director. For that reason A. L. Matter of Butte, who finished first, with a score of 142 points, could not be president of the club. The presidency, therefore, went to the gentleman from Baltimore, who finished second in the race, with a score of 138 per cent.

The Addressograph 100 Club and others grouped in front of Addressograph Factory in Chicago. The names of those in the picture are, left to right: Top row—J. P. Jackson, E. J. Ferris, W. K. Page, A. L. Davis, M. A. Johnston, R. N. Fellows, W. G. Fuller. Middle row—K. MacGregor, C. E. L. Shaw, C. D. Worthington, H. W. Spalding, D. W. Hall, J. A. Bailey, A. B. Dygert. Bottom row—W. F. Strutz, S. H. Fox, C. E. Trinite, J. S. Duncan, J. B. Hall, C. J. Welford, B. F. Garvin, F. W. Reno, W. F. Milburn, L. P. Rossiter.

The score of Mr. Shaw was 115 per cent; that of Mr. Strutz, 111 per cent, and that of Mr. Garvin, 108 per cent.

While the regular sessions of the 100 Club were held on Friday and Saturday, January 15 and 16, the whole week was devoted more or less to the work of the club, since the three honorary members arrived on Monday morning, the 11th, and from that time on the rest of the club members arrived from day to day until the attendance was complete. They were given, of course, every opportunity to study the workings of the new factory and to understand the extensive development which has been made during the past year. The members of the club were much interested in the new models of Addressograph machines, which were shown them by President Duncan, the inventor of the Addressograph. These new things include the strip listing attachment for publishers' use, several new ribbon print models, the multiple platen for the Hand Addressograph, automatic blanking die on Graphotype, ribbon dating attachment, special light-weight demonstrating model of Hand Addressograph, new 7-line separable line address plate.

The headquarters of the 100 Club were at the Hotel La Salle. The members were all given rooms on the same floor and a special parlor was provided for their use. Of course, nobody was allowed to pay for anything, the management of the hotel accepting nothing but the signature of the club members on the waiters' check. On Thursday night the quota breakers attended the performance of "The Passing Show" as guests of the Addressograph Company. After the performance the men were taken to the College Inn, where they saw a most interesting exhibition of ice skating. On Friday night the men gathered in the dining room of the Hotel La Salle as guests of the company, where a 100 Club supper was given. Thirty-two members of the Addressograph organization sat down at the table. The two men who made the hit of the evening were Garvin and Shaw. J. A. Kerr, of the New York office, contributed a new song which was admirably rendered by the Empire City quartette, consisting of Garvin, Davis, Shaw and Rossiter. Before the evening's entertainment closed C. D. Worthington proposed that three cheers be given for W. K. Page, advertising manager of the Addressograph Company, who has worked so hard to make the quota plan of the 100 Club a success. The three cheers were given with a vengeance.

Company Formed to Handle Van Dorn Lines.

The products of the Metal Furniture Department of the Van Dorn Iron Works Company of Cleveland, O., will hereafter be handled in Chicago by the firm of Newell G. Woods & Co., a new copartnership consisting of Newell G. Woods, Roy T. Land and Bernard B. Roden. New offices and salesroom have been secured at Suite 560, 561 and 562 Monadnock building, and the stock and equipment of the Van Dorn offices formerly on the third floor of the same building have been moved into the new rooms, which will contain a much more extended line of Van Dorn-built metal furniture products and one or more good lines of wood filing devices, desks, chairs and general office equipment.

Mr. Woods, the senior member of the company, has been Chicago representative of the Metal Furniture Department of the Van Dorn Iron Works Company for the last six years. Prior to taking up the sale of the Van Dorn products Mr. Woods spent six years in the service of the General Fireproofing Company. "And before that," said Mr. Woods, "I lived on dad." That the living dad provided was sufficient seems to be evident, for Woods stands six feet four in his socks and tips the beam at 265 pounds. Mr. Woods will have charge of the contract end of the business.

Mr. Land has been connected with the filing equipment business for eleven years, his experience having been in wooden lines. He will handle the stock furniture department of the new company.

The third partner, Mr. Roden, is an experienced man in metal furniture construction matters and will handle the company's engineering department.

"Genius Is the Capacity for Taking Infinite Pains".

By Frank Finney, of Street & Finney, Inc., Advertising Agents, New York.

Out in Muskegon, Mich., there is a man of infinite pains.

This man concentrated his pains on the making of filing devices out of steel—a line of steel files in which there should be no nuts, no bolts, no rivets, no screws, no rods—a line of files in which the drawers should run silently and smoothly for 100 years without repair or attention.

When they started to build the foundation for these files "infinite pains" said, "We will build the frame work of channel steel construction, the same as a steel skyscraper. Why not? Channel steel is stronger than solid steel and far lighter. That's why they use it in skyscrapers. That's why we will use it in these new Indestructum Steel Files. We'll employ the science of mechanical engineering in building steel files."

Then said "infinite pains," "We'll have no joints of any kind. We'll make this Indestructum Steel File one piece of solid steel. We'll weld it into one piece of solid steel, gas-welding and electric spot-welding at 2300° of acetylene-oxygen gas heat and at 2300° of electric heat."

Then he said, "We'll build the carriage which is to carry the drawers in and out, of cold-drawn steel with case-hardened roller bearings—a carriage free from bolts, nuts, etc. Such a carriage will not only be indestructible, but it will run silently and smoothly on its track of solid one-piece steeel."

Then said he, "We'll set a drawer on these carriages in the one-piece Indestructum file and we'll hitch the drawer to a machine, drive that drawer in and out until it wears out, if such a result can be."

So the man with the infinite pains did this thing. And when the drawer had gone in and out silently and smoothly more times than it would ever have to do in 100 years, in the business office, it showed little or no signs of wear. So, the slogan of the new Indestructum Steel File became this, "Drawers will run silently and smoothly for 100 years without repair or attention."

And this, in brief, is the story of the infinite pains with which Indestructum Steel Files are built. And the right name of "infinite pains" is L. C. Walker, president, Shaw-Walker Company, Muskegon, Mich.

Revised Prices on Weis Filing Cabinet Lines.

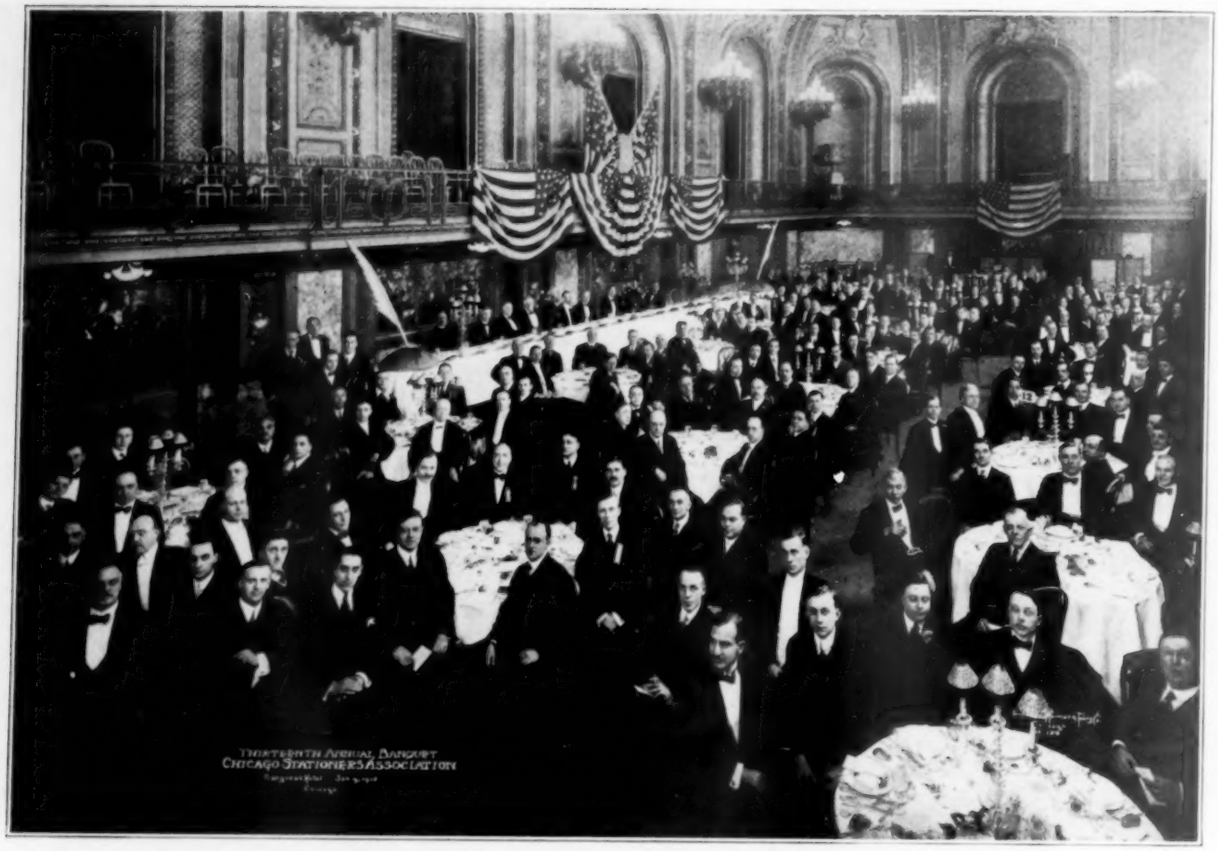
System, Literary Digest, Collier's Weekly, Saturday Evening Post, Modern Methods, Cosmopolitan and other standard publications recently issued, announce an important change in price in the Weis Manufacturing Company's lines of filing cabinets, etc.

The most notable price reduction is in their popular No. 421, which is considered a standard among low priced files. The still further reduced cost of this cabinet makes it necessarily interesting to dealers, who will do well to post themselves on the revised prices, so they will be in position to benefit by this general advertising campaign.

The Weis Manufacturing Company has notified all its customers in reference to this price change.

The net price to the dealers, has, of course, been reduced in proportion to the reduction in the retail selling price.

Those wishing fuller particulars may obtain them by sending a card to the Weis Manufacturing Company, 162 Union street, Monroe, Mich.



Flashlight Picture of 13th Annual Dinner Chicago Stationers' Association, Gold Room, Congress Hotel, January 9, 1915.

MEETINGS AND DINNERS

Being a Series of Reports Covering the Annual Meetings and Annual Dinners of the Leading Stationery Associations During the Month of January.

The Chicago Dinner.

The thirteenth annual dinner of the Chicago Stationers' Association, held in the Gold Room of the Congress hotel, on Saturday evening, January 9, was a jolly and interesting affair, at which about two hundred and fifty members of the trade from Chicago and elsewhere were present. A considerable number of prominent stationers were present from other cities, including Charles A. Lent of New York, president of that National Association of Stationers & Manufacturers; Sidney J. Burgoyne, secretary of the Philadelphia Stationers' Association; and W. C. Bardenheuer of the Boorum & Pease Company, New York, all at the speakers' table. Others at this table were Charles A. Stevens, president of the Chicago Stationers' Association; Charles E. Field, president of the National Lead Company; Douglas Malloch, toastmaster; Fletcher B. Gibbs, the Rev. David C. Beatty, Rev. Francis X. McCabe and W. H. Redington.

The dinner was preceded by a reception from 6 to 7 o'clock, after which the guests took their places at the tables and the invocation was pronounced by the Rev. D. C. Beatty. Then followed the singing of the first stanza of "America." During the dinner Benson's quartet and Benson's orchestra kept the diners entertained with appropriate music.

A booklet containing seventy songs had been prepared and distributed and various numbers from among these songs were called for during the dinner and were sung with enthusiasm.

At the conclusion of the meal President Stevens read a timely and well considered address, reviewing the work of the association and welcoming the members and guests. His remarks indicated a feeling of confidence and good cheer for the new year. He referred feelingly to the members who had passed away during the course of the last twelve months, mentioning the late Sam Mayer and Dwight Jackson, the memory of both of whom will always remain in the minds of friends and acquaintances. A letter of regret was read from "Uncle" George Olney, this being the first dinner of the Chicago Stationers' Association Mr. Olney has been unable to attend.

When President Stevens finished his remarks Harry B. Brooks arose and suggested a silent toast to the memory of the late Sam Mayer. This was done according to the spirit of the request.

Mr. Stevens announced that William P. Williams, for a number of years toastmaster at the Stationers' annual banquet, was prevented from being present owing to illness. He had sent his regrets from his sick-bed. Mr. Stevens then introduced Douglas Malloch as toastmaster of the evening. Mr. Malloch announced that he had several telegrams to read. One of the telegrams was for Sidney Collins, noting the regrets of some dear friends who were unable to attend the festivities. As these tele-

grams were all made up to suit the occasion they created much merriment. It was announced that Harry Murdoch of the Irving-Pitt Manufacturing Company had composed a song about the ring and the book. The coming marriage of Joe Hildreth of the Esterbrook Steel Pen Manufacturing Company was also announced. Following this the toastmaster made a few remarks about the task of attempting to fill another man's shoes, and then he read some genuine telegrams of regret from Mortimer W. Byers, secretary of the National Association, George M. Courts, ex-president of the National Association, and others. Toastmaster Malloch, after a few witty remarks, suggested a toast to William P. Williams, which was responded to with a hearty good will.

The toastmaster introduced the Rev. Francis X. McCabe of De Paul University, who spoke on the subject of "Moral Conscience in Business." "It is evident," said Father McCabe, "that men in the business world are striving for the highest ideals in business as they see them. Having paraded the bad things of life and shown very little of the efforts of agencies for promoting the good things of life, we are now turning to the opposite viewpoint. In the last few years there has been a great movement toward efficiency and high ideals. We cannot have such things without morality. 'Live and let live' is coming to be the motto of the business world. When each man recognizes his responsibilities, we shall find each man doing right by his fellows. The cards are on the table. Business men want principles of the home and of their business offices the same." The remarks of Father McCabe were a plea for closer union among men and more honorable methods in dealing with each other.

Father McCabe was followed by the Hon. Robert M. Sweitzer, county clerk of Cook County, and candidate for nomination as mayor of Chicago. Mr. Sweitzer talked "shop." The burden of his talk was on the subject of taxation, and he quoted some most interesting statistics on the excessive number of taxing bodies in Cook County. Mr. Sweitzer recommended that the laws governing these taxing bodies be so changed as to bring all of the taxing power into the hands of not more than three different bodies.

Charles E. Field, president of the National Lead Company, gave a strong address on the importance of a broader brotherhood among business men. "If we only lived up to the laws," said Mr. Field, "we would have a nation of Pharisees. What is necessary is that men shall do more than live up to the law. It is the golden rule that we want. It is the candidate more than the party principle—the man more than the office."

Following Mr. Field's address, President Charles A. Lent, of the National Association, was introduced, but since Mr. Lent had strained his voice by much speaking the toastmaster announced that he would give a silent speech, which he did, much to the amusement of the guests.

The evening closed with the singing of "Auld Lang Syne."

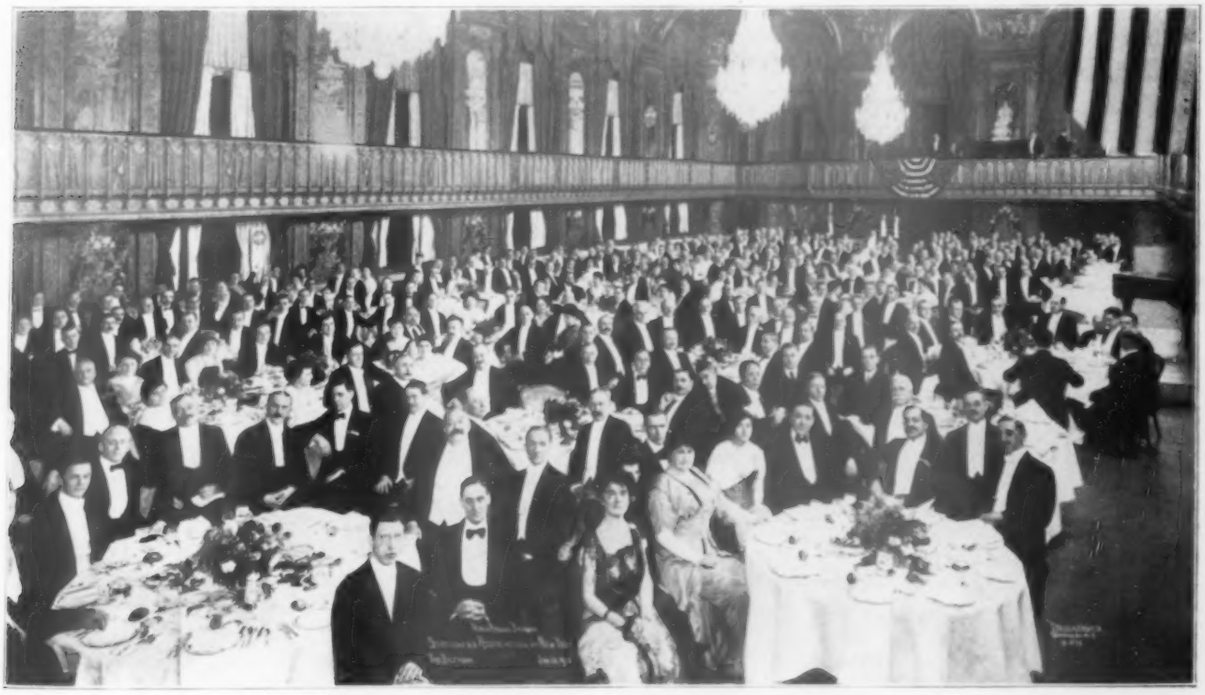
The committee who arranged this dinner, consisting of William Rodiger, Harold B. Struble and Sidney E. Collins, are deserving of much praise for the perfection of all the details which produced so interesting an event.

Annual Dinner New York Stationers' Association.

The Hotel Biltmore was the scene of one of the most successful annual dinners ever held by the New York Stationers' Association. This event occurred on the evening of January 16, both ladies and gentlemen being present. The scene was brilliant and animated, and the spirit of cordiality and goodfellowship which characterizes stationers' gatherings was very much in evidence.

The guests' table was nearly in the center of the hall and was so placed that it was not far distant from all the other tables in the dining room. Directly back of the guests' table was a raised platform, where the speakers of the evening were placed. After the ladies and gentlemen had entered the room and found their places, they remained standing while the Rev. Frederick F. Shannon, of Brooklyn, offered the invocation.

The menu card was printed on Hurd's crushed linear orchid paper of a lilac tint, embellished with royal purple ribbon and cord, and with the coat of arms of the Stationers' Association of New York, also of royal purple. Beside the menu and program was a pamphlet bearing



Flashlight Picture of 10th Annual Dinner Stationers' Association of New York, Hotel Biltmore, January 16.

the songs of the evening, entitled "Overhead Charges in Liquidation," and a copy of a song written for the occasion by an unknown author. It was entitled "A Long Way to California." The caption explained that "We are neutral in everything but this."

When the dinner was over, President Harry W. Rogers, who acted as toastmaster, welcomed the guests, some of whom were from Boston, Lynn, Baltimore, Washington, Chicago, Philadelphia, Syracuse and other cities. He paid special tribute to the ladies, whose presence was much appreciated. Telegrams were read from C. B. Bleyler of Buffalo, extending greetings, and from Ed. J. Merriam, sent from Bound Brook, N. J., where it seems Mr. Merriam was stalled in a refractory automobile.

Following the reading of the telegram, Mr. Rogers introduced Charles A. Lent, president of the National Association, whose brief remarks were full of humor and good sense. He paid a tribute to the efficient work of Mortimer W. Byers, secretary of the National Association.

Following the remarks of Mr. Lent, William S. Kies, head of the foreign trade department of the National State Bank of New York, spoke on the opportunities which have been opened to American manufacturers by the European war. Mr. Kies' bank is the only one in the United States to maintain a branch in a foreign country, such a branch having been established in Buenos Aires a few months ago.

The Rev. Mr. Shannon followed Mr. Kies and spoke entertainingly on a text selected from the creed of the Stationers' Association of New York. He was followed by Wm. H. Ingersoll, of Robt. H. Ingersoll & Bro. of New York, who handled his subject ably. This address was followed by an amusing monologue by Malcolm Shackelford, a professional entertainer.

Many congratulations were extended to John J. Tindale, Jr., and his associates on the standing entertainment committee for the success of the evening's entertainment. The committee consists of John J. Tindale, Jr., Chairman, Louis D. Bement, Charles D. Brewer, Edward Gash and Aaron Langstadter.

Meeting and Dinner of Buffalo Stationers.

The annual election of officers of the Stationers' Club of Buffalo was held on Friday evening, January 14, when the following officers were re-elected: C. B. Bleyler, president; H. C. Weiler, vice-president; O. J. Besser, treasurer; F. A. Kraft, secretary.

The annual dinner of the club was held on Monday evening, January 25. There was a large attendance, including many out of town stationers. Millington Lockwood was toastmaster and the following gentlemen responded: R. O'Keefe secretary of the Buffalo Chamber of Commerce; President Towne of the National Blank Book Company; Charles A. Lent, president of the National Association of Stationers & Manufacturers; Ralph L. Bauer of Lynn, Mass., and H. C. Slemin, advertising manager of the Yawman & Erbe Manufacturing Company. All of the talks were very instructive and interesting.

Instrumental music and the singing of parodies on various members to the tunes of popular songs was one of the exceptional features of the evening.

At the close of the dinner the view was freely expressed that this was the best get-together party ever held in Buffalo.

The Boston Dinner.

One of the most successful affairs "pulled off" by the Boston Stationers' Association was the annual dinner which was held at the Hotel Somerset, Boston, on Saturday evening, January 23. Both ladies and gentlemen were present at this dinner. Many congratulations were extended to the banquet committee, consisting of J. F. Low, chairman, J. E. Alexander and John T. Bailey, and to Frank W. Bailey, George Beal, George Davis and W. J. Chaplin, who made up the speakers' and entertainment committee. The reception committee was headed by George C. Whittemore as chairman, assisted by a large number of prominent Boston stationers.

The officers of the Boston association are George E. Damon, president; Frank Wright Bailey, vice-president; Charles W. Radford, secretary; Frank J. Merrill, treasurer, and Irving W. Cotton, auditor.

The dinner is said to have been one of the most successful affairs of the kind ever held by the Boston stationers, who deserve a world of credit for handling it so efficiently. At the president's table were George E. Damon, Charles A. Lent, Judge T. P. Riley, Mortimer W. Byers, Frank Wright Bailey, toastmaster, and Hon. Edward J. Cattell of Philadelphia and Rev. Abraham N. Rihbany of Brookline. There were in all thirty-two tables, all filled with prominent men and women connected with the stationery business at Boston and surrounding cities. A number of out of town people were also present.

The speakers were Charles A. Lent, Judge T. P. Riley, Mortimer W. Byers, the Hon. Edward J. Cattell of Philadelphia and the Rev. Abraham N. Rihbany.

George E. Damon, president of the association, welcomed the stationers and guests to the twenty-seventh annual banquet and introduced Frank Wright Bailey, vice-president, as toastmaster. Mr. Bailey stated that the mayor of Boston was to be present but was unable to come, therefore sent his representative, Judge Thomas P. Riley. Judge Riley spoke on the subject of nationalism. "At this time," he said, "when the whole world is torn asunder in the clash of nationalities, and we, as the only considerable nation of the earth, are at peace, it behooves us on every occasion to take account of our own national stock and national ideas. This is a time when American nationalism should be prominent." Judge Riley deplored the spirit of personal animosity which is rampant and declared that a spirit of cohesion should animate the people of the United States, whose early history he reviewed in eloquent and well chosen words. He declared that this is a time when we should not challenge men on anything but the purpose of their souls and the patriotic purpose of their minds.

Following Judge Riley's spech brief addresses were delivered by Charles A. Lent, Mortimer W. Byers and the Rev. Abraham N. Rihbany. Mr. Rihbany said that he is one of the millions of poor immigrants who came to this country a score of years ago, to be born again into a new world. When he arrived in New York he had only nine cents and was forty dollars in debt. He had two suits of clothes and a half interest in a valise. He told a most interesting series of personal reminiscences concerning his early experiences in New York. During most of the early days of his experience he never had enough to eat, and most of the time he was cold. Through all this bitter experience he retained the idea that while money is a very desirable thing to have an ideal is even better. That ideal should be brave and hopeful, and whoever holds courage and hopefulness is not destitute of that which makes life rich, noble and strong. He found in America free speech and free citizenship, whose blessings cannot be imagined except by one who has lived in Turkey, where such things do not exist. He told of the social and political life of his native land, about the treatment of women and many other matters of great interest to Americans.

In conclusion the reverend gentleman said, "There is a fear in this country that foreigners who are coming to these shores are likely to swamp the American ideal. I

do not wish to seem insensible to the danger of immigration, but every child that is born into this country is a stranger, a foreigner. The foreigners who come here are in no danger of swamping the American ideal, because the American ideal is free and beneficent culture. If you keep these words together you will find a conclusive and inclusive definition. 'Beneficent' binds you to every man, and 'culture' is power—religion in action, religion with prosperity. Why should the foreigner be able to swamp this ideal? For it is the hope of all nations. A new spirit is moving the so-called common people of all the world, toward this very ideal. Foreigners come here as learners and not as invaders. But let me point out to you a danger in America. The American ideal will be in danger of being swamped when America makes business to be an end in itself and not a means to an end. America must be discovered on its ideal side, and the foundation of its national life must be spiritual. The noblest philosophy of life I have ever heard is embodied in the story told of a Methodist who stood up in prayer meeting to testify. Someone asked him what his business was. 'My brother,' he said, 'my business is to praise the Lord, and I run a drygoods store to pay the expenses.' When we live on that principle we are laying a foundation for civilization which neither floods nor tempests can move, because it rests on the everlasting truth of the eternal Gospel."

The concluding address of the evening was made by the Rev. Edward J. Cattell of Philadelphia, and all who listened to Mr. Cattell's stirring address at the Philadelphia dinner, which closed the last annual convention, will understand that his eloquence was appreciated by everyone within sound of his voice. Mr. Cattell's address was replete with witty stories and kept the audience in a gale of laughter for half an hour.

St. Louis Stationers Elect Officers.

The annual meeting of the St. Louis Stationers' Club was held on January 18. Every member of the club attended. The election of officers resulted as follows:

President, George M. Spalding, Spalding Stationery Company; vice-president, Cooper S. Severson; secretary, Clarence R. Comfort, Comfort Printing & Stationery Company; treasurer, Hartley J. Wantz, the Skinner & Kennedy Stationery Company.

The salaries of all the officers remain the same as heretofore, except that of the secretary, whose salary is doubled.

After the business meeting the stationers joined with the Ben Franklin Club and the Printers' League at a dinner in celebration of the birth of Benjamin Franklin.

New Orleans Association Meets.

The Stationers' Club of New Orleans, La., held its annual meeting on January 7. V. L. Colomb resigned as secretary of the club, and his brother, J. M. Colomb, was elected to succeed him. Herbert Palfrey of the Palfrey, Rodd, Pursell Company, Ltd., was elected president, succeeding James E. O'Donnell; and F. F. Hyatt was elected vice-president. The executive committee consists of J. Ogden Pierson of the Dameron & Pierson Company, Ltd.; J. Flott and James E. O'Donnell of O'Donnell Bros.

Minneapolis Stationers Dine.

The seventeenth annual banquet of the Minneapolis Stationers' Association was held at the West Hotel, Minneapolis, Minn., on the evening of Saturday, January 30, 1915.

The committee in charge extended an invitation to all traveling men and stationers in Minneapolis or vicinity, and a big attendance resulted. The affair was most enjoyable.

Pittsburgh Stationers Dine.

The annual dinner of the Pittsburgh Stationers' Association was held on Tuesday evening, January 26. On account of a death in his family Robert Crawford, president of the association and toastmaster at the banquet, was not present, George H. Alexander taking his place. Addresses were given by Mr. Alexander and Mr. Lent, president of the national association. The Rev. Dan Marsh gave an extremely good reading of some of the poems of James Whitcomb Riley. Comedians, singers and good music made up the entertainment during the dinner, which was followed by moving pictures. Mr. Towne, president of the National Blank Book Company, Mr. McCrae of the American Lead Pencil Company and R. C. Martin of the Boorum-Pease Company were among the out of town guests who attended the dinner.

Hamilton Institute Holds Sales Convention.

The salesmen of the Alexander Hamilton Institute of New York City came from all parts of the United States and Canada on December 28, assembling in New York City at the Hotel Biltmore for an annual sales convention, where they discussed changes of policy, improvements in the course and service, selling plans and methods, interchange of experiences, etc.

An entire floor at the Biltmore hotel was reserved to house the organization during its stay. At the office of the institute in Astor place a special convention hall had been rented for the occasion, elaborately decorated and lighted. On the walls were various exhibits illustrating the activities and growth of the institute. In this hall all the business sessions were held. A get-together session was held Monday morning, December 28. This was in the nature of a reception. A buffet luncheon was held at 12:00 o'clock. On the second and third days of the convention the luncheons were served in the private dining room at the Hotel Brevoort, and on these days there were also round-up breakfasts at the Hotel Biltmore at 8 a. m.

Business sessions were held in the convention hall each day from 9:30 to 12:30 and from 2 p. m. to 5 p. m. On Monday evening a reception was given at the Biltmore to present the members of the selling organization to the members of the institute staff. Following this was a dinner, at which Joseph French Johnson, dean of the New York University School of Commerce, Accounts and Finance, and chairman of the institute's advisory council, acted as toastmaster. On the second evening there was a theater party, the institute having reserved 125 seats at the Winter Garden, and all of the front tables at Churchill's for a supper after the show.

On the third and last evening there was a grand wind-up dinner at the Biltmore, where Dr. Jeremiah W. Jenks, professor of government, New York University, and director of the research department, Alexander Hamilton Institute, presided. This dinner was an interesting event and will long be remembered.

Newitt Succeeds McLeod.

Thomas P. Newitt will cover central and southern territory for the Moon Desk Company, Muskegon, Mich., and succeeds D. L. McLeod in that capacity. Mr. Newitt has had several years' experience in the furniture field and during that time has represented leading manufacturers.

Irving-Pitt Men Hold Convention.

On December 29 all the salesmen of the Irving-Pitt Manufacturing Company were called to the home office in Kansas City to participate in a conference covering sales plans for 1915. Such conventions have been held for several years and have become a regular feature of the year's work. A group picture of the salesmen and executives who participated in the last convention appears on this page. Men were present from all sections of the United States, and the conference did not finish until January 2.

The principal social feature of the meeting was the annual dance attended by the sales force and all the employes of the factory. This event was held on New Year's eve at Arrak Temple.

Salesmen and executives in attendance at the recent Convention of Irving-Pitt Manufacturing Company's Sales Force, Kansas City, Mo., Dec. 29 to Jan. 2. Top row, left to right: E. D. Taylor, P. C. Dolard, H. S. Carley, Geo. H. Walcott, Frank L. Gibbs, W. R. Braden, Bernard Alderson, C. M. Farrell, M. S. Dimmitt, H. L. Rooney. Middle row, left to right: K. L. Kelley, Montague Ferry, advertising manager; William Pitt, vice-president; J. B. Irving, president; Frank L. Severance, treasurer; "Uncle" George A. Olney, dean of the traveling men; T. A. Roe, manager New York office; Harry L. Murdoch, manager Chicago office. Bottom row, left to right: N. L. Beal, P. H. Samuels, Arthur Shearman, and James Campbell.

Weeks-Numan Enlarge Factory.

Requiring more room at their factory, the Weeks-Numan Company have leased an office and salesroom at 81-83 Fulton street, New York City. The new premises are in the Market and Fulton Bank building. The company's entire office force was immediately moved to the new quarters, where a representative stock of stationers' hardware, glassware and specialties will be carried for the accommodation of the trade in New York and vicinity.

President C. H. Numan invites all his company's friends to call at the new display rooms which were opened on the first of the month.

Now We Have the "Macey Movies."

The Macey Company are furnishing the Board of Visual Instruction of the University of Wisconsin somewhat over 1,000 feet of moving picture film showing the manufacture of their filing cabinets and sectional bookcases.

The film begins with a scene in the forest showing the loggers sawing the trees, skidding the logs on the cars, and hauling them to the river bank where they are rolled into the stream.

The next scene shows the logs in the dam. Then follows the explosion which breaks the dam, allowing the logs to pass through and float down the stream to the sawmill where they are made into lumber.

The Macey Company's lumber yard follows, showing the vast stock of lumber carried, the piling of lumber upon the trucks, and the transferring of it into the drykilns. Then follow in the order of manufacture the processes of cutting boards to length, ripping them to proper width, making the joints for gluing, the glue room and clamps, the planer, shaping the ends for filing cabinets, shaping the ends for bookcases, the four-head machines for working four sides of a piece of lumber at a time, the dovetailer, and the sandpaper machine.

The pictures then show the assembling department and there is shown the assembling of a drawer for a filing cabinet, which is followed by the assembling of the cabinet itself in all the details. The assembling of a bookcase is next shown.

After this the product passes to the finishing department where the processes of staining, filling, varnishing, and rubbing are shown.

Next comes the trimming department, and here is shown the method of putting on the label holders and pulls, door knobs, drawer pulls, etc., and finally the fitting up of the entire filing cabinet.

When this is done the inspector is shown carefully examining the finished goods. They are then taken to the packing department where the packing process is illustrated, and from there they are loaded on the cars.

Not all Macey products are shipped in cars from the factory, and a big Packard truck is shown leaving the factory with a load of bookcases and filing cabinets for the down-town freight houses.

This is followed by a picture of O. H. L. Wernicke, president of The Macey Company, which fades gradually

into a sectional bookcase, illustrating the idea. Then is shown a room scene with the bookcases in use.

This film will be shown all over the state of Wisconsin during the month of February. It is used largely in connection with the study of manufacture and distribution, as, for instance, with the Government Forest Products Laboratories. They wish to show films illustrating the different kinds of trees, where they grow, the method of logging, sawmill operations, lumber yards, the production of lumber, and the uses to which it is put. This film is used to illustrate the manufacture of lumber in its final stages.

Kee-Lox Men Hold Convention.

The salesmen and executives of the Kee-Lox Manufacturing Company held a meeting at headquarters in Rochester, N. Y., on December 28 to 31 inclusive. This convention brought Kee-Lox men together from all over the country and was so successful it has been decided to make it an annual event hereafter. Headquarters were at Power's hotel. Monday was spent inspecting the factory. In the evening the company gave a dinner to its men, presided over by officers of the company, including C. J. Pembroke, president; W. P. Pembroke, vice-president; B. W. Fenn, secretary and treasurer, and C. K. Hellebush, sales manager.

Business sessions of all the salesmen and branch managers were held the first two days. On December 30 and 31 the branch managers held conferences at the factory, discussing the year's business, exchanging ideas and formulating plans for the future.

More than seventy-five men were present at the convention, including managers from ten of the company's branches.

Tatum Exhibit at Exposition.

W. D. McGillivray, western representative of the Sam'l C. Tatum Co., has completed arrangements for the installation of a large exhibit for that company in the Palace of Machinery at the Panama-Pacific Exposition. The exhibit will include a working demonstration of the complete line of machines made by the company, including punches, perforators, drills, cutting machines, crimpers, round-cornering machines and many other devices. Some new machines, never shown before, will be on demonstration here; and the greater part of the exhibit will consist of manufacturing stationers' equipment, which is seldom seen by the average dealer.

Art Metal Opens Birmingham, Ala., Office.

The Birmingham, Ala., Age-Herald of Sunday, January 24, states that through the efforts of the Chamber of Commerce of that city and E. A. Weborg, Birmingham has been made the southern headquarters for the Art Metal Construction Company of Jamestown, N. Y. Mr. Weborg will be manager of this office, and will handle the trade of Alabama, Mississippi, Louisiana, Georgia, Florida and South Carolina.

The Art Metal Construction Company has done some library art metal work in the offices of the Jefferson County Bank at Birmingham. The company's general offices will be located in the Jefferson County Bank building, where about a dozen people will be employed. Subagencies will be established at Atlanta and New Orleans.

Mr. Weborg is well known in Birmingham, having for the past ten years been prominently connected in business in that city. It is stated that he will give up his other interests and devote himself solely to the new field. He was associated with R. L. McMeans under the name of the Office Outfitters Company. Mr. McMeans will continue handling Art Metal stock products in Birmingham and vicinity, as well as all other Art Metal stock agencies throughout the South.

Some Greetings from Spurgins.

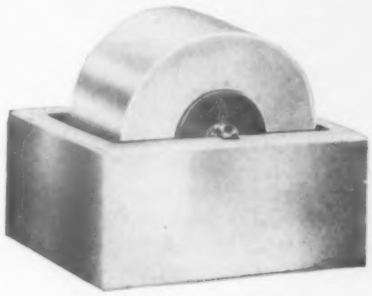
The Spurgin Manufacturing Company, through its president, Robert Spurgin, has sent to customers a card, folder and booklet announcing the fact that the new year finds the company settled in larger and more convenient quarters at 306-308 West Sixty-ninth street, Chicago. The folder cleverly advertises the "Something Better" line, and gives a poem written after the manner of our old school-days' friend, "Excelsior," but the young man in the 'Something Better" poem got himself haled before the mayor, to whom

"The youth triumphantly replied:
'Your Honor, now I'm satisfied;
My purpose has been realized;
My line here is well advertised:
'Tis—SOMETHING BETTER.'"

Coin wrappers, currency straps, coin envelopes, indexes, records, copying baths, copying cloths, etc., are among the features of the Spurgin line, with which the readers of this magazine are already familiar.

A Successor to the Sponge.

The sponge as an aid toward affixing postage stamps, counting sheets of paper, etc., has disadvantages which are eliminated in the use of the "Ideal" Sanitary Moistener, herewith illustrated. The cylinder of the "Ideal" revolves in a reservoir of water. The turning of the cylinder not only serves to moisten it but also washes impurities from the surface so that a clean face is always presented for use.



The "Ideal" Sanitary Moistener.

The "Ideal" Sanitary Moistener is made mostly of glazed white porcelain, and what little metal is used is of highly polished heavy nickel plate. Thus the moistener may be absolutely sterilized with hot water, as the housewife scalds dishes and silver.

Among the many uses of this device which will readily occur to office appliances people are: Moistening postage stamps, envelope flaps, gummed labels, stickers, gummed tape, etc. In addition, the "Ideal" is used to moisten one's fingers in counting bills, coupons, etc. A good illustration of the value of the device in this direction is the order which the United Cigar Stores Company recently gave the manufacturers of the "Ideal" to equip the cigar stores of the company with "Ideal" moisteners for counting premium coupons.

Particulars concerning this attractive looking and efficient device may be had from the Ideal Moistener Company, Findlay, Ohio.

Remarkable Adding Machine Achievement.

The brief mention which was made in the January number of Office Appliances with reference to the establishment by the Dalton Adding Machine Company of the ten-key principle of adding machine construction, attracted the attention of the Chicago manager of the Dalton Adding Machine Company, W. I. Currie, who has written us the following letter, which we take pleasure in publishing:

"My Dear Mr. Johnson:

"I have read with interest in your article, 'Ten Years in Office Appliance Trade,' the special paragraph relating to adding machines.

"Probably no section of the field has made more advance than that of mechanical computation, and your statement that the Dalton 'has established the ten-key principle of construction' is a fact. I wonder if the man who wrote this sentence appreciates what it has meant to establish the ten-key principle. Ten years ago it was the popular idea that computation could be made only with a multiplicity of keys.

"If the accomplishment served no further purpose than the material reduction in the number of mechanical parts, as it has done, it would be well worth while; but it has done more than this. It has produced a machine which automatically takes care of the numerical order, enabling the operator to register figures in the natural way as he reads them, whether the amounts to be listed consist of units of measurement, or dollars and cents, and without any thought being given to numerical order.

"It has made practical a machine for dictation, so that figures can be registered in the machine as called.

"It has made thoroughly practical a machine for multiplication, and due to its construction, this all important work is performed with only one set up of the multiplicand, and with the result in the printed or physical audit of the work.

"It has made the touch method not only possible,but practical and easy, with the result of increased speed, and a far greater degree of efficiency and accuracy.

"To have put all of these operations on a machine with ten keys only is a great achievement. There has probably been no more important development in the whole realm of business accounting than this.

"Yours very truly,

"W. I. CURRIE,

"Chicago Sales Agent The Dalton Adding Machine. Co."

The editor of Office Appliances himself has marveled at the performance of the ten-key Dalton adding machine under the remarkable demonstrations of James L. Dalton and others and has stood spellbound at the simplicity of a machine which does so many and such remarkable feats. The Dalton keyboard is as straightforward and logical in principle and operation as the writing of the nine digits and the naught with a lead pencil. To build a machine capable of performing the operations of arithmetic with the simple ten numeral keys is a masterly achievement in mechanics.

The Dalton Adding Machine Company has not only established the ten-key principle, but has built up a large business, not only selling its machines in all parts of the United States, but making most encouraging progress in foreign countries.

The adding machine industry, while as yet almost in its infancy, is a vital and lively field in which there is room for all of those who are contending for business. Only a small proportion comparatively of those who can use adding machines profitably are using them, hence a strong sales campaign by any adding machine company is of enormous advantage to every adding machine company in the field, since it helps to educate more and more people in a knowledge of the advantages of such time and labor saving devices. When the adding machine salesman goes out to sell an adding machine he meets many prospects before he closes one sale, but everywhere he goes he is compelled to convince the prospective customer, first, that an adding machine will be profitable in his office, and, second, that he should buy the particular kind of adding machine the salesman is selling. The work of the salesman is, therefore, somewhat in the nature of missionary work, for he educates many people little by little into the idea that adding machines are a profitable investment. With other commodities it is different. The salesman for an automobile concern, for instance, does not have to convince his prospect that automobiles are useful or desirable. That has already been done, and it is fair to assume that practically everyone wants an automobile. All the salesman has to do in such a case is to convince his prospect that he must buy the kind of automobile the salesman represents. We must give the palm then to the adding machine salesman and to salesmen of other like office equipment devices, since they are not only selling their own goods, but educating the public to a sense of the desirability of all goods of the same class.

Allen to Manage Cincinnati Victor Branch.

C. L. Allen, a typewriter salesman of long experience with several of the leading typewriter companies, has now joined the forces of the Victor Typewriter Company

C. L. Allen.

to take charge of their Cincinnati office. Mr. Allen has sold typewriters in thirty states of the Union and is well known as a salesman of unusual ability. Under his management the Cincinnati office of the Victor Typewriter Company will undoubtedly prosper.

Both Mr. Allen and the Victor Typewriter Company are to be congratulated on the new connection.

George Dyson Surprised.

A pleasant birthday party was tendered George E. Dyson of St. Louis, on Thursday evening, January 14, by his wife.

Mrs. Dyson served an enjoyable luncheon, and Mr. Dyson entertained with music. There were played games, in one of which Mrs. R. D. Patterson won the first prize and H. J. Reuter the first prize for men and W. E. Patrick won the booby prize.

The guests presented Mr. Dyson with a beautiful gold handled umbrella.

Those present were: Mr. and Mrs. Amedee Peting and Miss Lillian Peting, Mr. and Mrs. R. D. Patterson, Mr. and Mrs. H. J. Wantz, Mr. and Mrs. H. J. Reuter and son Edwin, Mr. and Mrs. F. W. Palmer, Mr. and Mrs. E. J. Uhrig and daughter Mary Barbara, Mr. and Mrs. W. E. Patrick, Mr. and Mrs. F. K. Adams, C. S. Severson, C. D. Comfort, W. K. Woods, A. E. Dyson, and Mr. and Mrs. George E. Dyson.

Enterprising Canadian House.

The Douglas Company, Ltd., Edmonton, Alberta, Canada, is one of the most progressive stationers in the Dominion. They have a large and well appointed store at Edmonton, where everything needed by the average business house in the way of office equipment can be purchased. We present herewith four views of the Douglas Company's store.

The Douglas Company was established in 1902 by H. W. B. Douglas, present head of the concern. Mr. Douglas started business on the principles of service and quality. This basic idea he has always maintained and declares that the remarkable progress of the company has been due to careful adherence to these two ideas.

The Douglas store is situated on Jasper avenue, in the heart of the business district of Edmonton. The store has a frontage of 25 feet and is 150 feet deep, with a basement running the full length of the building.

The business has grown with the development of the Northwest. It is now not only one of the largest in western Canada, but in the whole of the Dominion. Quite recently the store windows were remodeled to permit the simultaneous display of six different departments. The store is remarkably clean and attractive and its scheme of arrangement is almost ideal in its convenience. The company maintains a very large stock of blank books which is so conveniently laid out that any clerk can immediately locate books of any size or ruling required. The office stationery show room is conspicuous for the assortment of up-to-date office requisites. The well appointed office supply department is equipped to supply the needs of the office clerk immediately in anything from paper fasteners to mimeograph machines. Practically every time and labor saving appliance that, through the evolution of the stationery world, has been brought forward can be found in this department.

The goods are so displayed that a customer can walk around the room and find whatever he needs in his office, either for the convenience of his accountant, his stenographer, or for his own private use. The Book department is well appointed and contains a most attractive stock. It is said that it has the most complete and meritorious stock of books ever installed in the Northwest. The department is divided into sections so that one can find immediately the class of reading which appeals to him. This department of the business is one of the most popular and best patronized departments in the store. In addition to office equipment, books, etc., the Douglas Company handles large quantities of school supplies. The book department above referred to is further extended by the use of a balcony which surrounds the entire store and is filled with books from floor to ceiling, being divided into departments of gift books, school library books, text books, and the juvenile section, where the boy or girl may ramble at heart's content. As Edmonton is quite an educational center, the store is a rendezvous for students.

The store has a well equipped office furniture department, where anything in the line may be obtained from flat-top desks to office files, chairs, tables, etc. Another department is devoted to Victor Victrolas and records, and this department in the last few years has developed into an extensive business. Spacious reserve stock rooms kept in perfect order facilitate quick handling of reserve stock when occasion demands. All arriving shipments are handled immediately in the receiving room, so that there is no congestion even at busy times. In many other particulars this establishment is remarkable for practical and convenient arrangement.

Exterior View of Store of Douglas Co., Ltd., at Edmonton, Alberta. The Gentleman in the Oval is H. W. B. Douglas, the Head of the Concern, Seated at His Desk.

The Douglas Company has extensive and up-to-date printing and bindery plants and can take care of all kinds of job printing, etc. The company manufactures the Douglas loose leaf systems which have become widely known throughout the Province. They make sheets for any binder and binders for any sheets.

In the general office one finds everything up to date. A large staff of trained clerks, thoroughly conversant with business and office systems, make everything run as smoothly as clock work.

McNamara Now With Cutler Desk Co.

D. C. McNamara, formerly connected with the Derby Desk Company at Boston, recently resigned and has associated himself with the Cutler Desk Company of Buffalo as selling representative. Mr. McNamara was with the Derby Desk Company for a number of years, and succeeded Walter Peabody when the latter left the Derby force to go into business for himself. Mr. McNamara is a thoroughly posted office furniture man and should make a good record in his new position.

Interior Views Store of the Douglas Co., Ltd. Left to Right: Blank Book and Stationery Department, Office Furniture Department, and Office Stationery Department.

Changes in Boorum & Pease Sales Staff.

Peter Reitzel, who, for a number of years was connected with the J. R. Weldin Company of Pittsburgh, and has a very full knowledge of the blank book and loose leaf business, will take care of the middle western territory embracing the states of Ohio, Indiana, Illinois, Iowa, Wisconsin and Minnesota, etc., with the exception of those cities regularly visited by Messrs. Martin and Meyer, and will devote his entire attention to promoting the sale of the Boorum & Pease Company's lines.

John C. Williams, who has been taking care of a large portion of the southern territory, will add Boston and the nearby cities to his territory, giving his special attention to the standard lines.

J. G. F. Ansley will represent the Boorum & Pease Company in Canada, taking care of both lines, making his headquarters in Toronto.

Tennessee Furniture Men Back Mail Order Tax.

The Retail Furniture Dealers' Association of Tennessee has caused to be drawn and introduced into the House of Representatives at Washington a bill known as H. R. 5308, the object of which is to provide for a tax upon all persons, firms or corporations engaged in interstate mail order business and for other purposes. The bill was introduced by Mr. Hinebaugh and has been referred to the Committee on Ways and Means.

The bill provides that all persons, firms or corporations conducting mail order interstate business for the sale of merchandise direct to the consumer shall pay a tax of one per cent upon the total cash value of all merchandise sold within any state. That every such person, firm or corporation shall keep proper books and records and complete account of all goods, etc., so sold, together with the actual selling price of the same. Reports are to be rendered to the Secretary of the Treasury on the 31st day of December each year, after the receipt of which the Secretary shall determine the amount of the tax to be paid by each individual firm or corporation. Taxes shall be payable on or before March 1 of each year. The collection of the tax is to be enforceable by the Federal courts. After the payment of such taxes the Secretary of the Treasury is directed to apportion the tax among the several states in the ratio of the actual amount of goods sold in each state, and the tax so apportioned shall be paid by the Secretary of the Treasury to the various state treasuries entitled thereto, the sum so realized to be used in such manner and for such purposes as the several states may by law direct.

The Retail Furniture Dealers' Association of Tennessee is urging publications and individuals throughout the United States to support this proposed bill by writing to members of the Committee on Ways and Means and asking that they favor its passage.

Some New Designs in Cuspidors.

The Ireland & Matthews Manufacturing Company at Detroit, Mich., has just gotten out five new designs in brass cuspidors, which they believe will be the largest sellers they have ever produced. The company is enthusiastic about these new products, declaring that they are the last word in sanitary cuspidors, combining the highest quality and workmanship with original and "classy" designs.

One of the new products is a one-piece cuspidor, with no soldered seams and therefore no possibility of any leaks.

Dealers are requested to secure fuller information about these new designs by writing to the Ireland & Matthews Manufacturing Company.

Ballou Pencil Pointers at Lower Prices.

The Ballou Manufacturing Corporation, 109 Leonard street, New York, announces a reduction in its price lists, the change to become effective at once. In December the Ballou people perfected and put upon their machines the new adjustable stop, an improvement which has met with general approval and commendation.

The company states that it has found it possible greatly to reduce the manufacturing cost of the entire machine without impairing in any way the quality of the device in materials, efficiency or workmanship. They have decided to share the advantage of the reduced cost with dealers in and users of the Ballou machines, at the same time pointing out that no new type or cheaper grade of machine is contemplated.

In accordance with the policy above announced they have reduced the list price of Ballou pencil pointers from $7.50 to $5 each. Discounts to the trade are liberal and give opportunity for dealers to make the proper percentage of profit upon their purchases.

Further information may be obtained from the Ballou Manufacturing Corporation.

Succeeds R. W. Weissenborn.

The American Lead Pencil Company, 220 Fifth avenue, New York, announces that Thomas S. McCrae, who has been identified with the company for twenty years or more, is to succeed the late Rudolph W. Weissenborn in Boston.

Mr. McCrae made his initial trip to Boston last month. The trade will find that Mr. McCrae will leave nothing undone in his endeavors to maintain the high reputation of his house. He has always specialized on the Venus and Velvet pencils, two of the concern's many widely known productions.

New Manager for Art Metal in Pittsburgh.

On January 1, C. Harley Elliott was placed in charge of the interests of the Art Metal Construction Company in Pittsburgh and will make his headquarters at the Art Metal offices, No. 2435 Oliver building.

The Business Furniture Company, 919 Liberty street, Charles A. Lynch, president, will continue to carry a line of the Art Metal stock goods, including desks, safes, filing cabinets, etc.

Messrs. G. J. Simons and Burford Brittain, it is stated, no longer represent the Art Metal Construction Company and are not acting as agents for the Art Metal line.

Isaac Upham Company to Move.

The Isaac Upham Company, one of the oldest stationery houses in San Francisco, now located at 104 Battery street, and within a half block of that location since 1873, has heard the call of Market street and is preparing to move. The new store will be at 510-512 Market street, between Sansome and Battery, which is considered one of the finest locations in the city for a commercial stationery business. The new quarters are being put in shape as rapidly as possible, and the company plans to have its opening on February 20, the same day as the opening of the exposition. I. O. Upham, head of the company, returned from an extended trip not long ago, after touring Europe, the Orient, England and visiting the large eastern cities of the United States en route home.

The Stamp Trade News, published by R. H. Hay, announces that it has moved its offices from 710 Thirteenth street, N. W., to 1404 Eighth street, Washington, D. C.

IN THIS PLANT, THE LARGEST IN THE WORLD DEVOTED EXCLUSIVELY TO THE PURPOSE, IS MANUFACTURED THE LINE OF **CARBON PAPERS and TYPEWRITER RIBBONS,** WHICH STAND PREEMINENT IN THE FIELD.

We are the largest manufacturers of good carbon paper; we excel in all that we produce. We meet every condition and fill every requirement and furnish only the best.

Buy of the Original Maker

MITTAG & VOLGER, Inc.

Principal Office and Factory: PARK RIDGE, N. J., U. S. A.

BRANCHES

261 Broadway, NEW YORK, N. Y. 205 W. Monroe St., CHICAGO, ILL.
7 and 8 Dyers Bldg., Holborn, E. C., LONDON,

AGENCIES: All Over the World

holds fifty staples and can be reloaded in a few seconds.

A single motion of the lever will bind securely without mutilation such papers as: Correspondence, orders, shop memoranda, job sheets, vouchers, cost and time records, pay envelopes, legal documents, etc., etc. In fact, any thickness of paper or cloth, etc., from onion skin to heavy cover stock—far greater thicknesses than can be handled by ordinary hand-binders.

Many other dealers in office equipment are making profits from the sale of Acme Binders. Write for literature on how the Acme line can help you increase your profits.

ACME STAPLE CO., Ltd.

1643-1647 Haddon Ave., Camden, N. J.

CANADIAN REPRESENTATIVE:
Ernest J. Scott & Co., 59 St. Peter St., Montreal

EUROPEAN AGENTS:
Progress Typewriter Supply Co., Ltd., 8-9 New Zealand Avenue, London, E. C.

PURELY PERSONAL

ARMOR, WILLIAM R., of the A-Y-S Manufacturing Company of Denver, Colo., makers of a telephone attachment which permits both hands to be free when one is using the instrument, was a visitor in Chicago last month and favored this magazine with a call.

BAILEY, FRANK W., of the Thorp & Martin Company of Boston, Mass., attended the annual dinner of the New York Stationers' Association at the Hotel Biltmore last month. Mr. Bailey also attended the meeting of the National Chamber of Commerce, which was held early this month at Washington, D. C.

BARDENHEUER, W. C., of the Boorum & Pease Company, New York City, visited Chicago early in January and attended the Chicago stationers' annual dinner.

BATES, "TED," manager of the Chicago office of the Davids Company, is the happy father of a nine-pound boy, who was born on January 25.

BAUER, R. S., Lynn, Mass., attended the annual dinner of the New York Stationers' Association at the Hotel Biltmore last month.

BELLMAN, CHARLES N., of the Franklin Printing & Engraving Company, Toledo, accompanied by Mrs. Bellman, visited Chicago last month.

BLANKEMEYER, E. E., of the Weis Manufacturing Company, Monroe, Mich., spent some days with the Chicago trade last month, visiting Office Appliances likewise on one or two occasions.

BROOKS, WILLIAM H., of Philadelphia was one of the out-of-town visitors at the annual dinner of the New York association on January 25.

BROWNELL, THOMAS K., of the Boorum & Pease Company, recently traveled through New England in the interests of the house he represents.

BURGOYNE, SIDNEY J., secretary of the Philadelphia Stationers' Association, was another prominent eastern man who attended the annual dinner of the stationers at Chicago last month.

COGGIN, FRED L., of the National Blank Book Company, Holyoke, Mass., visited western cities last month on one of his regular trips. While in Chicago he attended the Stationers' Association dinner on the evening of January 7.

DOW, LOUIS F., president of the L. F. Dow Company, St. Paul, spent a day or so in Chicago early in January. He attended the Chicago association's big dinner at the Congress Hotel.

FALCONER, CHARLES E., of Baltimore, Md., was among the prominent stationers who attended the recent stationers' dinner in New York.

GANO, R. M., for many years a well known typewriter man, and recently head of the foreign department of the Victor Typewriter Company, visited Chicago early in February on his way west. Mr. Gano visited the office of this magazine while in Chicago.

The Growth of "Panama"

The "PANAMA" brand of Carbon Paper is so well established that it is hard to believe that it is only in its third year of existence. Almost immediately after its introduction many, quick to realize its real worth, established themselves as exclusive PANAMA dealers. Everyone of them has been successful. They are making more money than ever before, and all are enthusiastic regarding the future. Others simply added "PANAMA" to their regular line and it has gradually forged to the front. "PANAMA" has real merit, it does more than makes friends, it keeps them.

We want you to know how "PANAMA" would help you

Three numbers of "PANAMA" Carbon Paper would meet almost every conceivable requirement and satisfy your customers. We would like to send you samples.

Manifold Supplies Co.

A. L. Foster, Pres. O. G. Ditmars, Vice-Pres.

188 Third Avenue, BROOKLYN, N. Y.

Comfortable Upholstery for the Office, Lobby or Waiting Room

Here's a Simple Truth That Will Bear Serious Thought:

FOR MEN ONLY

You spend one-third of your life in your office. The way you spend the other two-thirds depends upon the way you spend the one-third. Your office is the hinge of your existence. Why not make it a pleasant place to be in? It is where you do the things that really count, one way or the other; it is where you make your success—or mar it. You owe it to yourself to give yourself every possible advantage—to surround yourself with things that will boost your self-confidence and self-respect — things that make you feel like somebody, even on Blue Monday.

The right sort of an office—an office furnished with comfort and good taste—an office that keeps telling you what sort of a man you really are—works a silent, constant miracle on your efficiency. And it tells others what sort of a man you are. Every day more business men are making their offices attractive. They are finding out that the eternal law of environment does not break down when it runs up against the office building. A business man is human in his office as well as out of it, and every human being is the creature of his environment. Join the procession—get rid of the handicap of mediocre surroundings. Put something in your office besides "office" furniture—a few pieces for comfort and beauty as well for use—some good rugs, a few comfortable chairs, a lounge, a bookcase. You have to spend your time there. Why not enjoy it?—*Chicago Daily News.*

Real satisfaction can be had in quality goods only—

"RELIANCE" UPHOLSTERY IS QUALITY UPHOLSTERY

Jamestown Lounge Company

Builders of Comfortable Upholstery for the Office

Jamestown, N. Y., U. S. A.

"Carbons that endure"

"Ribbons that last"

"Records Time Cannot Erase"

You Can

Make your business pay you better—Show the consistent increase you expect—Carry your profits to the goal your ambition seeks;—with

Neidich Process Carbons & Ribbons

You are no doubt open to conviction on this important question, which holds possibilities the wise, alert dealer will not pass by.

You have nothing to lose by putting us to the test.

We are not going to burden you with time-worn claims of merit. But proffer our services to help you win the maximum benefit of your time and money—to speed up your business to a higher notch—get it out of any rut in which it may be stuck: uncertain, slow growth—inadequate profits—competition—inferior grades; etc.

Why Not Investigate?

We invite you to write us fully, or fill in and mail us the Coupon, which we have attached for your convenience.

It will bring you a prompt response, with complete information that will solve your problems—that will agreeably surprise you. It costs you nothing—and right now is the time to act. Use the Coupon.

NEIDICH PROCESS COMPANY
BURLINGTON, NEW JERSEY

The Most Up-to-date Carbon and Ribbon Factory in the World

MAIL COUPON TO-DAY

NEIDICH PROCESS COMPANY,
Burlington, N. J.

Send us samples and quote prices on your carbons and ribbons. Also please match attached sheet of our most popular carbon.

Name.....

Address.....

.....

HEADRICK, W. W., is traveling in the South in the interests of the J. G. Shaw Blank Book Company. Mr. Headrick left for his territory shortly after the first of January.

HEYMANN, HARRY, of the Eagle Pencil Company, visited Chicago, St. Louis and other middle western cities recently.

KAMMANN, F. D., a typewriter man of Dallas, Tex., paid a visit to Office Appliances last month on his way to New York. Mr. Kammann was formerly superintendent of the Oklahoma Division of the Field Department of the Royal Typewriter Company. He has just made an arrangement with another well-known company, the details of which he will probably announce next month.

LENT, CHARLES A., president of the National Association of Stationers and Manufacturers, attended the thirteenth annual dinner of the Chicago Stationers' Association on January 9.

LEWIS, VICTOR C., manager of the Milwaukee office of the Royal Typewriter Company, spent a few days in Chicago last month and favored this magazine with a call.

MEYRICK, CHARLES W., of the H. H. West Company, prominent in the commercial stationery field of Milwaukee, spent a day in Chicago on business the latter part of January.

MITCHELL, S. K., general sales manager of the Victor Typewriter Company of New York, spent a short time in Chicago about the middle of January. During his stay he called at the office of this magazine.

NUMAN, CHARLES, of the Weeks-Numan Company, New York, paid a visit to Chicago last month.

PALMER, CHARLES R., president of the U. S. Typewriter Ribbon Manufacturing Company of Philadelphia, was in Chicago on January 20. Mr. Palmer visited Office Appliances according to his usual custom.

PEABODY, WALTER B., of the Boston Index Card Company, Boston, Mass., visited Chicago on February 1 and registered at the office of this magazine.

PETERS, John, general sales manager of the Tension Envelope Company of New York City, called on Office Appliances during a visit to Chicago a few weeks ago.

PRIZER, HARRY D., of the William Mann Company, Philadelphia, visited New York last month and helped along the good time at the New York stationers' dinner at the Biltmore.

RAY, EARLE K., secretary of the Corona Typewriter Company, Inc., Groton, N. Y., paid a visit to Chicago on February 2 and called at the office of this magazine.

SHEAFFER, W. A., president of the W. A. Sheaffer Pen Company, Fort Madison, Ia., attended the thirteenth annual dinner of the Chicago Stationers' Association on January 9.

SINCLAIR, N. A., who is a director of the wholesale stationery house of Warwick Brothers & Rutter, Limited, of Toronto, Canada, spent a few days in New York City early this month.

WILLIAMS, AL., sales manager, Eberhard Faber, Brooklyn, N. Y., was among the guests at the big Chicago dinner on January 9.

WINFIELD, E. FRANK, who owns and conducts the Outing Shop at Grand Junction, Colo., where he has three prosperous stores, will soon open a wholesale stationery establishment in that city.

LOOSE I-P LEAF

In the Dealers Mind

It is a simple matter to apply the word BEST to any class of merchandise.

It is sometimes far more difficult to prove up on the statement.

To the Dealer the best line of Loose Leaf goods is the one which sells the easiest, gives the greatest satisfaction to his customers and with these things allows him a living profit.

If the Dealer can find these qualifications in a line from which every Loose Leaf need can be met, his problem is very much simpler than if he bought one item from one manufacturer, another item from a competitive manufacturer and so on.

In the space of eleven years the Irving-Pitt Manufacturing Company has built up on these principles the largest and most efficient dealer organization in the Loose Leaf business.

It is reasonable to suppose that these men who display the LOOSE I-P LEAF Sign have good reasons for doing so.

If this question interests any dealer who is not conversant with the advantages of handling a single line that meets every Loose Leaf need, we will be glad to discuss the matter with him.

BY INVITATION MEMBER OF

NEW YORK U.S.A.

IRVING-PITT MANUFACTURING CO.

KANSAS CITY, MO.

Getting Business with Good Stationery

Business stationery on Old Hampshire Bond is good business for you to get, and it will help your customers get good business.

Why not plan to make a special Old Hampshire Bond campaign for the next two or three months. Your customers, if you are cultivating the right class of trade, ought to be the kind that would appreciate Old Hampshire Bond, especially when the paper is brought to their attention in the right way.

If you are interested in this suggestion, we can co-operate and to good advantage. Drop us a line and allow us to tell you our plan.

Hampshire Paper Company

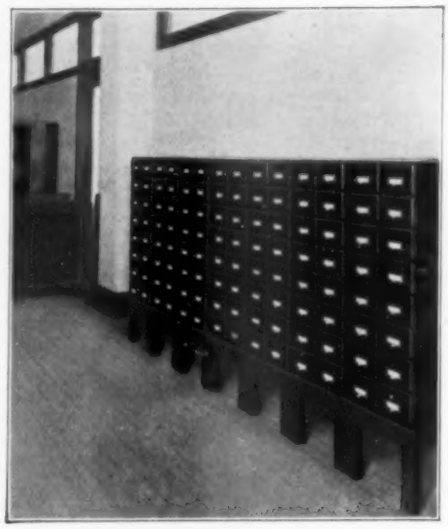
We Are the Only Paper Makers in the World Making Bond Paper Exclusively

SOUTH HADLEY FALLS MASSACHUSETTS

MEMBER PAPER MAKERS ADVERTISING CLUB

Magazine Uses Weis Card Cabinets.

The circulation department of Popular Mechanics, Chicago, uses card cabinets made by the Weis Manufacturing Company of Monroe, Mich. There are 112 drawers in all, divided among fifty-six sections. These drawers contain



Weis Sectional Card Index Cabinets. Circulation Department "Popular Mechanics," Chicago.

5x8 cards. Other sizes of sections are used for 3x5, 4x6 and 8x5 cards, holding about 3,000 cards per section.

Popular Mechanics, it is said, finds the "top" and "bottom" style of sectional cases exactly suited to its requirements. A few sections started this division of the filing

Top Card Index Section. Bottom Card Index Section.

department, and more sections have been added from time to time to make room for growing requirements.

It is said that the 5x8 sections offered ample and easily accessible filing space at moderate cost.

Receiver for Sohm System.

On January 11, Judge Landis of the U. S. Court for the Northern District of Illinois, appointed the Central Trust Company receiver for the Sohm System and for the Sohm Electric Signal & Recording Company. The latter is a million dollar corporation organized under the laws of Arizona, and the former is an Illinois corporation capitalized for fifty thousand dollars. The proceeding is in bankruptcy and was instituted by petitioning creditors. The company's office is at 208 North Fifth avenue, Chicago. The Sohm companies manufacture time clocks for offices, factories, etc. Some of the Sohm devices were described in Office Appliances about two years ago.

Dictograph-Turner Telephone Changes Name.

E. F. Guertin, general manager of the General Acoustic Company, tells us that company has decided to change the name of the Dictograph-Turner telephone to the Turner Interconversing System, and that they intend to sell this in the future as a system and not as an instrument. This system will be sold and installed with three years' absolute guarantee.

Ball Bearing; Long Wearing.

Better Results in Manifolding

The L. C. Smith & Bros. typewriter is so constructed that it does the best possible manifold work.

The Ball bearing action and quick, sharp stroke of the type-bar and the advantage of being able to change to hard, medium or soft platen, according to the number of copies desired, places this typewriter far ahead of all others for manifolding.

If you want to know more about what can be done on the L. C. Smith & Bros.', write for new free booklet—"A Lesson in Operating."

L. C. Smith & Bros. Typewriter Co.

Home Office and Factory:

Syracuse, N. Y.

Branches in all principal cities.

A SIGNAL OF EFFICIENCY

No need to waste an instant in making entries or turning leaves—this little signal shows you the prospect you should write *today*—every other card is instantly *identified* for attention now or at a certain future time.

GRAFFCO VISE SIGNALS

Made in twelve enameled colors—can be attached to the tops of your present index or card system

They follow up inquiries—classify customers and accounts—trace work in every department, and *cost* but *little*.

Send today for free samples

GEORGE B. GRAFF COMPANY

294 Washington St. Boston, Mass.

Manufacturers of Graffco Pens, Vise Clips, Index Tabs

SPURGIN'S DOUBLE-QUICK INDEX

The Spurgin Index for Correspondence has survived the test of merit for nearly 30 years and has seen numerous complex and expensive systems rise and pass on in that time. It continues to be extensively used, because to a marked degree it combines high efficiency (the **filing-to-find** quality), with a very low filing cost per letter.

In the Spurgin system is found the only practical arrangement of the combined alphabetic and numeric principles of filing correspondence.

If your present filing system is unsatisfactory because unreliable or because too elaborate and costly, investigate the Spurgin System of Filing. Requests for descriptive matter will receive the personal attention of the inventor and patentee, Mr. Robert Spurgin.

SPURGIN MFG. CO., Inc.

Makers the Something Better Line

304-306 W. 69th St. Chicago, Ill.

When a Champion

Reports certain factors which have been responsible for his success, others, quite naturally and wisely, follow methods he has so successfully used. L. J. Tannenholz used

L. J. TANNENHOLZ
GRAPHOPHONE TYPEWRITING
184 NASSAU STREET

New York, Nov. 17/14 191

Azora Rubber Co.,
Chicago, Ill.

Gentlemen:-

I attribute much of my success in winning the Professional Dictaphone Typewriting Championship at the New York Business Show held on October 27th, 1914, to the use of your AIR CUSHIONS.

I have used every make of shock absorber on the market and find none to equal your rubber cushions.

Believing there is a fair opportunity to produce same results among the people in my profession, I write to inquire if there is any proposition you care to make me in regard to same.

Awaiting your early reply, I am,

Yours very truly,

L. J. Tannenholz

Azora Air Cushions

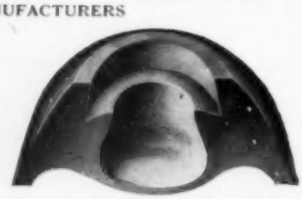
when winning the professional dictaphone championship at the recent New York Business Show. His letter reproduced herewith shows how he values the cushions. A champion's word is worthy of careful consideration.

The AZORA cushion is now made to fit No. 10 Remington and No. 10 Royal machines, which cannot be said of any other typewriter cushion made. The AZORA cushion is universal. It will fit the feet of any typewriter, whether they be the small size or large.

Our dealers proposition is interesting. Let us lay it before you.

AZORA RUBBER COMPANY
MANUFACTURERS
171 North Green Street
CHICAGO, ILL.

Sole Agents for India:
PADAM GODREZ & CO.
No. 291 Hornby Road,
BOMBAY



Patent Applied For

Elliott-Fisher Company Elects Officers.

Stockholders of the Elliott-Fisher Company met January 21 at Harrisburg and elected M. H. Behr, J. G. Bradley, J. D. Cameron, J. H. Danby, C. L. E. de Gaugue, L. G. Julihn, E. B. Schley, G. B. Schley and G. F. Watt directors, who met in New York on January 28 and elected G B. Schley, chairman of the Board; G. F. Watt, president and general manager, and J. D. Cameron, first vice-president. The following additional officers were appointed: A. W. Robb, London, vice-president; R. B. Buswell, Chicago, vice-president; F. D. Organ, Chicago, assistant to president; C. L. E. de Gaugue, New York, secretary; O. L. Gagg, Harrisburg, treasurer; C. H. Miller, Harrisburg, assistant treasurer; C. H. Hunter, Harrisburg, assistant general manager; H. A. Foothorap, Harrisburg, general superintendent; M. A. Seely, Harrisburg, assistant general sales manager; W. J. Evert, Harrisburg, purchasing agent; F. L. Benedict, advertising manager.

Spurgin Index Earns Recognition.

The well-known Spurgin index made by the Spurgin Manufacturing Company of Chicago, has earned a position of prestige and popularity among letter filing devices. Many of the large transcontinental railroads use the Spurgin index exclusively, while the larger manufacturing concerns and industrial offices likewise repeatedly purchase it in quantities.

The Spurgin index, it is claimed, was the first to embody in a practical way the principle of combined alphabetic and numerical arrangement, so as to make quick filing

The Spurgin Trade-Mark.

simple and easy. Letters are indexed by name, subject and date on consecutively numbered lines, and when one or more clues are dim in memory the remembered clue makes finding exceedingly simple.

Further details of this effective system will be found in the advertisement of the Spurgin Manufacturing Company elsewhere in this issue.

Believe We Should Furnish No War Supplies.

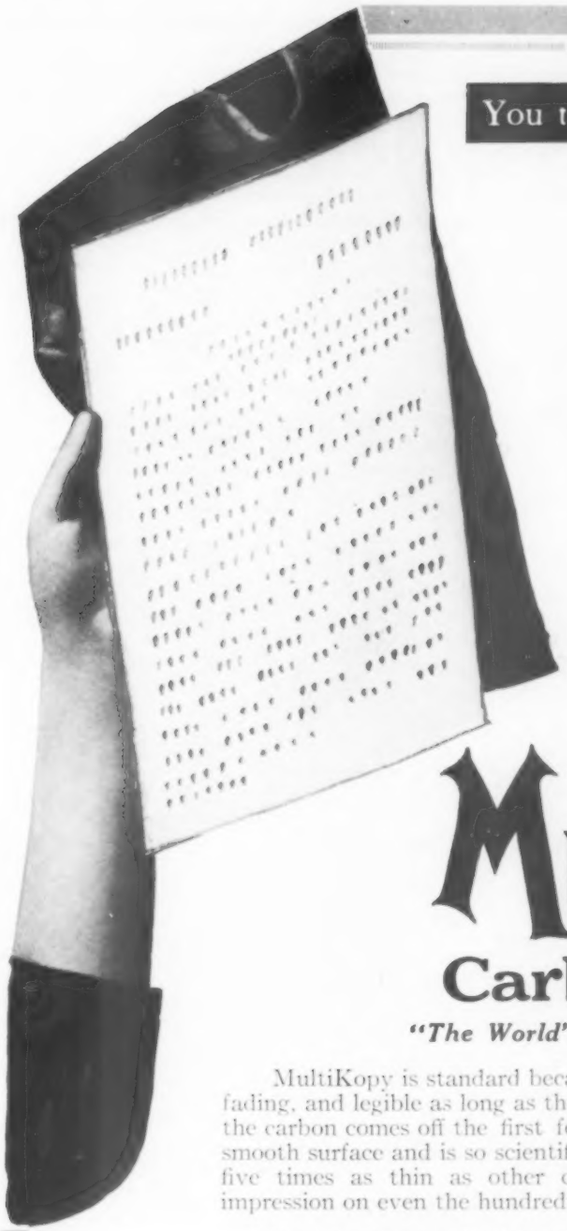
At a meeting of the Cincinnati Furniture Exchange at Ahlbrand's Exposition cafe in Cincinnati, on January 12, the following resolution, offered by Henry Hoffeld, was unanimously passed:

"Resolved, That the Cincinnati Furniture Exchange looks with disfavor on all manufacturers and merchants who in a neutral country, especially the United States, furnish arms, ammunition, or help of any kind to the belligerents of the European war.

"Be it further Resolved, That a copy of this resolution be spread upon the minutes of this body and be given wide publicity in the press."

Parker Locates in Wisconsin.

William A. Parker, formerly with the Klopp & Bartlett Company of Omaha, Nebr., and well known to the western office equipment trade, has taken a position with the Eau Claire Book & Stationery Company of Eau Claire, Wis.



You take no risk in stocking MultiKopy

The F. S. Webster Co. stand back of their paper, they take back any goods that the dealer has difficulty in selling.

A stock of MultiKopy is as saleable in years from now as it is today. Instead of cheap carbon paper that deteriorates with age or even melts together into one inseparable mass, MultiKopy *never* dries out, skins over nor changes in any way.

MultiKopy is the world's best selling carbon paper.

TRADE MULTIKOPY MARK

Carbon Paper

"The World's Best Selling Carbon Paper"

MultiKopy is standard because its copies are clear, clean, non-smudging, non-fading, and legible as long as the paper lasts. With ordinary carbon paper most of the carbon comes off the first few times it is used. But MultiKopy has such a smooth surface and is so scientifically compounded that it gives off a film two to five times as thin as other carbons. Just enough to make a sharp, distinct impression on even the hundredth copy. Or to give 20 clear copies at one writing.

We refer thousands of inquiries from our advertising to our dealers, and ship orders, big or small, the same day. As there is a kind of MultiKopy for every purpose, you can carry a full line and supply every demand.

Star Brand Typewriter Ribbons

"The World's Best Selling Typewriter Ribbons"

A tonic for business. Write for particulars.

F. S. WEBSTER CO., 338 Congress Street, Boston, Mass.

New York, 114-118 Liberty Street
Chicago, 14 North Franklin Street
Philadelphia, 908 Walnut Street
Pittsburgh, 830 Park Building
London, E. C., 80 Holburn Viaduct
" " 67 King William St.
Berlin, Friedrichstrasse, 60
" Kommandantenstrasse, 89
Frankfurt A. M. Germany
Vienna, 111 Paracelsusgasse, 6
Budapest, Hungary
Copenhagen, Sotorvet 1 and 3
Stockholm, Sweden
Christiania, Bakkelaget
Rotterdam, Zuidblaak, 64
Ghent, Belgium
Krakow, Poland
Moscow, Russia
Gossnitz S/A, Germany
Paris, 10 Rue Saulnier
Barcelona, Calle Universidad, 106
Milan, Via Principe Umberto, 3
Tokyo, 3 Kajicho Kanda

Write for selling proposition guaranteeing against loss

Are You Well Posted

on the subject of desk requirements and desk manufacture? Then you are the man whose opinion we welcome and value. The men who know most about making and selling desks are the best friends of the

National Line

because it embodies all the good features of other makes of desks and some features not possessed by any other line of desks. In other words, National Desks are the SUPERIOR kind.

And, best of all, National Desks cost no more than many ordinary makes of desks.

Such a combination of superior quality and reasonable price cannot be beaten.

Our catalogue will help to prove our claims. Write for a copy.

NATIONAL DESK COMPANY
Herkimer, N. Y.

Our permanent Chicago exhibit may be seen in the display rooms of Newton & Hoit Co., 1018 South Wabash Avenue

Meilink Company Shows Safes in Exhibition.

The Toledo Commerce Club of Toledo, O., is conducting a manufacturers' exhibition in its rooms for the display of Toledo-made goods. This is designed to be a permanent feature of the club. The second display to be installed is a remarkably interesting line of safes and filing cabinets made by the Meilink Manufacturing Company. These goods, it is said, are attracting much attention among members of the club and visitors, and have brought out many favorable comments.

Many Toledoans have not heretofore realized how extensive the Meilink line is and how rapidly it has developed during the last two or three years.

Effective Advertising.

F. S. Timmins, a book seller and stationer at Elkhart, Ind., has recently done some effective advertising in loose leaf and other stationery lines. His work not only included the local newspapers but a fine window display as

Display of Irving-Pitt Loose Leaf Goods in the Store Window of F. S. Timmins, Elkhart, Ind.

well, reproduction of which is shown on this page. Mr. Timmins is an enterprising man and is achieving much success in the Elkhart field.

New Advertising Manager for Berger Co.

R. M. Nicholson, former advertising manager of the Kimberly-Clark Paper Company, Neenah, Wis., and formerly space buyer for the Cramer-Krasselt Company of Milwaukee,, Wis., has been made advertising manager of the Berger Manufacturing Company of Canton, Ohio, manufacturers of metal furniture and sheet metal products.

Mr. Nicholson succeeds G. C. Blackiston, who was advertising manager for the Berger Company for some time prior to December 1. R. L. Kreighbaum, who has handled the advertising of the company temporarily, will continue his work as promoter of sales for the Berger Manufacturing Company.

MIMEOGRAPH
EDISON-DICK

Quick duplication of form letters, office blanks, etc., by the mimeograph! Takes little more than the time to typewrite the stencil. No slow type-setting and distributing. Finished product ready within a few minutes. And the wonderful new dermatype stencil produces absolutely unmatched work—clear—accurate—exactly duplicating the original. You need the mimeograph now—to save time and printers' bills—to improve the appearance of your form work. See this improved and mavelous machine—today. Or get booklet "B" from A. B. Dick Company, Chicago-New York. Rotary mimeograph prices range from

$30 to $160

Typewriter Desk No. 538

SOMETHING NEW

IN TYPEWRITER DESKS

The Quality and Attractive Appearance of

Imperial Desks

make quick sales easy when displayed on the floor or in the window.

Up to date distinctive styles—good workmanship, good finish—make this line of desks popular wherever sold.

Catalogue mailed on request to dealers only.

IMPERIAL DESK CO. **Evansville, Ind.**

A Side Issue

If you are a bookkeeper, stenographer, salesman, solicitor, general manager or expert accountant, we do not care. We have successfully tried and established hundreds of individual salesmen throughout the country, and want a few more to sell our **Safes** as a side issue.

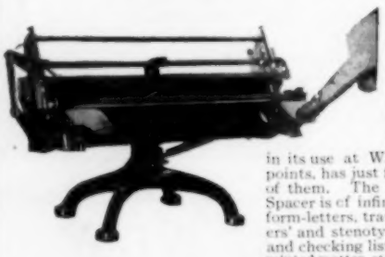
FOR A HUSTLER

We have been manufacturing and selling safes to dealers for the past twenty-one years, and we have a factory and establishment which represents an investment of $200,000. There is a liberal commission in it for you. Write today for our proposition of selling safes on the **monthly payment plan,** which will enable you to meet all competition on fire proof safes. Remember the Schwab Safes are guaranteed to be as fire proof as any fire proof safe manufactured. Only those meaning business need inquire. Address Sales Manager,

The Schwab Safe & Lock Co.

Lafayette, Indiana

The U. S. Government's Approval Ought to Go a Long Way



toward proving to you that you can profitably handle the device approved—and the United States Government, as an expression of its satisfaction with the Reliance Copyliner Spacers already in its use at Washington and other points, has just filed orders for more of them. The Reliance Copyliner-Spacer is of infinite help in copying form-letters, transcribing stenographers' and stenotypists' notes, copying and checking lists of figures, copying printed matter, etc. In the doing of these

The Reliance Copyliner-Spacer

insures perfect results, gives an increased speed and efficiency of from 30% to 50%; and eliminates all possibility of errors, repeating, omissions, etc.; besides, relieving strain on eyes and nerves. So the person copying is sure to be

Right the First Time

Mechanically the Reliance Copyliner-Spacer is perfectly equipped. Its features are: A universally adjustable alignment-mechanism which spaces any required distance between lines (single, double, or triple standard typewriter spacing, or awkward spacing); and the ADJUSTABLE ARM, which enables one to hold copy in any convenient position and at any required angle.

The fact that the United States Government has approved and uses this machine is one proof of its value, and there are others whose names you know very well. Send for our book, "National Endorsers," and see who they are. Write us also regarding district agencies.

SPECIALTY MFG.-SALES CORPORATION

Dickson Building - NORFOLK, VIRGINIA

NOTE.—Our department for perfecting, developing and distributing patented appliances has proved a big success. The mechanical department is in charge of a well-known inventor, some of whose inventions have sold for more than $100,000.00. Correspondence invited.

Childress Goes to Chatfield & Woods Co.

H. F. Childress, for seventeen years manager and buyer for the W. H. Stanage Company of Cincinnati, became manager of the stationery department of the Chatfield & Woods Company of that city on February 1.

The W. H. Stanage Company regretted to part with Mr. Childress, but since he is bettering himself in his new position everyone wishes him much success. He is one of the most popular men in Cincinnati among traveling salesmen, to whom he always extends a cordial reception. He follows the policy of granting an audience to salesmen no matter what line they represent. Some years ago Mr. Childress was himself a traveling salesman representing the Dennison Company, but he remained in this position only about six months, when he returned to his desk in the store of the Stanage Company. He has a very wide acquaintance among stationers and traveling men.

Crowd Attracted by Rush Eraser Display in Thorp & Martin Co. Store, Boston, Mass.

Hess Calendar-Tickler Improved.

The Hess Calendar-Tickler, it is announced, can now be furnished in the very finest grade of oak and mahogany, with the best furniture finish. This little device is strong and ornamental and is so constructed as to have a lifetime equal to the best desk.

Messrs. Hess & Son, whose office is at 1031 Chestnut street, Philadelphia, state that the price of the new Calendar-Tickler is only slightly greater than that of the old Tickler of the former grade, which can still be supplied in small quantities. Both of these articles are decidedly worth the moderate price they cost. The manufacturers will be pleased to send circulars and data on request.

Ramsay Assistant Ad. Manager for Art Metal.

Robert E. Ramsay, until recently assistant advertising manager of the Wales Adding Machine Company of Wilkes-Barre, Pa., has accepted a position as assistant advertising manager of the Art Metal Construction Company of Jamestown, N. Y. We believe that Mr. Ramsay will enjoy this position to the utmost and that he will find the associations therein exceedingly pleasant and profitable.

New Irving-Pitt Suit Started.

The Irving-Pitt Manufacturing Company of Kansas City, in a circular letter dated February 1 and addressed

No Bolts—No Nuts—No Rivets—No Screws—No Rods

Case and Drawers Are Each Fused into One Solid Piece of Steel by Electric Spot-Welds and Gas Welding.

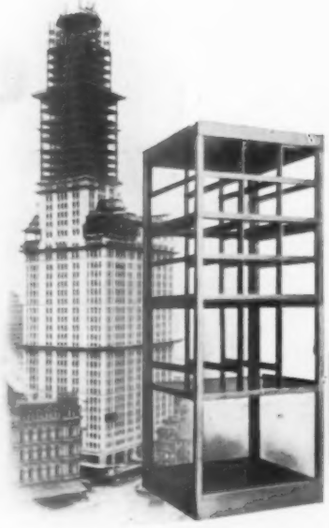
The New INDESTRUCTUM Steel Letter File

Indestructible as a Steel Car

SOME of the 630 electric spot-welds in an Indestructum File. 2600° of electrolitis has fused the steel together for all time. Cannot be torn asunder by cold chisel and hammer. Used instead of nuts, bolts, etc., to make this File absolutely indestructible. Spots do not show on finished file.

GAS-WELDED corner in the Indestructum File, showing inside. Fused together at a temperature of 2600° with Acetylene gas and oxygen. If file were dropped from the Woolworth Building this corner would not tear apart.

"Limousine" Finish—Olive Green; Quartered Oak; Santo Domingo Mahogany.



CHANNEL Steel "Skyscraper" Construction in a 40-story building, and in an Indestructum Steel File.

WRITE us for catalog of the full line—vertical and horizontal—full descriptions, illustrations and prices. A postcard will bring it. Write now before you forget it.

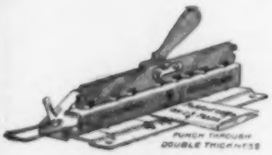
SHAW WALKER

MUSKEGON, MICHIGAN

NEW YORK - 60 Franklin St
CHICAGO - 109 S. Wabash Avenue
WASHINGTON 728 13th Street, N. W.
LONDON, E. C. - 33 St. Bride St.

EXTREME test of strength and rigidity. A man can walk up the front of an Indestructo Steel Letter File, as shown in the photo, without injuring it in any way.

The "B&P" Universal Punch Press SIX IN ONE



There are three Standard Gauges of 3/16" Post Binders and three Standard Gauges of Prong Binders.

The Universal Punch

It Punches Them All

is a practical, simple and strong punch for office use, and one that the office boy can operate **quickly** and without fear of breaking.

$1.75

Notice the simplicity
This Shows Method of Adjustment

BOORUM & PEASE
Loose Leaf Book Co.

MAKERS OF
"Standard" and "S. & T." LOOSE LEAF DEVICES

MAIN OFFICE: 109-111 Leonard Street, New York
FACTORIES: Brooklyn, N. Y.—St. Louis, Mo.

Terrell's Steel Bookcase

has advantages possessed by no other sectional bookcase. Units entirely assembled with slip joints. No bolts. Handsome, strong, durable and fire proof.

A money maker for progressive dealers.

Shipped K. D. flat.

Easily assembled. Very suitable for export.

Terrell's Equipment Co.

Hilton Street

Grand Rapids **Michigan**

to the trade, announce that they have just started suit against the National Blank Book Company of Holyoke, Mass., for infringement of their patent No. 778,070. The suit was filed in the U. S. District Court for the Southern district of New York.

Kansas Paper Devises Continuous Feed.

The Emporia Gazette, of Emporia, Kan., of which William Allen White is editor, has adapted to its purposes the machine-gun efficiency of the "rapid-fire-action" Royal "10," by adding a paper magazine which gives the Royal a continuous feed of over fifty yards of paper at a time. It is a simple arrangement, too.

The Royal is so positive in its grip on the paper that the over-head paper bale is not necessary to secure perfect results. The operator of the Emporia Gazette has realized it, and as the card holders are sufficient to keep the paper properly in place at the printing point, he has tilted up the paper bale and used it as an axle for a roll of paper.

An Operator Using a Royal Typewriter No. 10 in Connection with a Continuous Paper Roll Devised by One of the Mechanical Men of the Gazette.

The continuous feed of paper secured in this way is of great aid to him as he takes down on his Royal "10" in abbreviated "code" the Associated Press news which comes to him over the telephone from Kansas City at the rate of 70 to 80 words a minute. One sender in Kansas City dictates in this way to several newspapers at a time, and the work is very fast on the Associated Press wires. The receiving operator's gain in time by not having to change papers at frequent intervals allows him to concentrate his attention more closely upon the news dispatches he is transcribing, and results in a better news service to the Gazette.

Edison Places Big Order for Art Metal Equipment.

After tests of steel office equipment, Thomas A. Edison, Inc., of Orange, N. J., whose large factories were completely destroyed by fire a short time ago, has just placed an order with the Art Metal Construction Company at Jamestown, N. Y., for all desks, tables, office safes, etc. Samples submitted to the Edison Company were ordinary stock equipment in every way. This action on the part of the Edison company followed directly in line with the statement which was so broadly advertised throughout America a few hours after the disastrous fire to the effect that if the old factory had been fire proof the fire would have caused slight, if any, loss.

Detachable Panel

No. 7041	No. 7042	No. 7040	No. 7043	No. 7044	No. 7045	No. 7049

Globe-Wernicke "7000" LINE STEEL UPRIGHT UNITS

An extraordinary high grade line with open sides; attachable panels; roller bearing steel triple side extension slides; cast brass hardware.

Outside Depth (front to back) **28 Inches; Height 52¾ Inches.**

No. 7041 V. L. Upright, containing four vertical files for letter-size papers.

No. 7042 V. C. Upright, containing four vertical files for cap-size papers.

No. 7040 V. B. Upright, containing five vertical files for bill-size papers.

No. 7043 Upright, containing ten double drawers, each divided into two compartments for 3x5 cards

No. 7044 Upright, containing eight double drawers, each divided into two compartments for 4x6 cards.

No. 7045 Upright, containing seven double drawers, each divided into two compartments for 5x8 cards.

No. 7049 Upright, containing eight files for cancelled checks, receipts and folded papers.

No. 7046 Upright, containing four files, each divided into three compartments for documents and other folded papers.

A Combination Upright, showing how any assortment of files the purchaser desires may be incorporated in one upright.

No. 7050 Upright, a cupboard containing adjustable shelves for storage purposes.

No. 7047 Upright, containing twenty-four shallow drawers for legal blanks, printing plates, etc.

No. 7051 Upright, a wardrobe containing hooks for coats and hats.

No. 7048 Upright, a roller shelf unit to hold heavy books.

The Uprights in the "7000" line are intended to be used in groups of two or more, and are therefore made with skeleton sides, which results in a saving of floor space and a considerable saving in cost.

Uprights that are set side by side are held securely together by means of thumb bolts, and the exposed sides of the flanking cabinets are covered with a pair of steel ends, or panels which are quickly and securely attached.

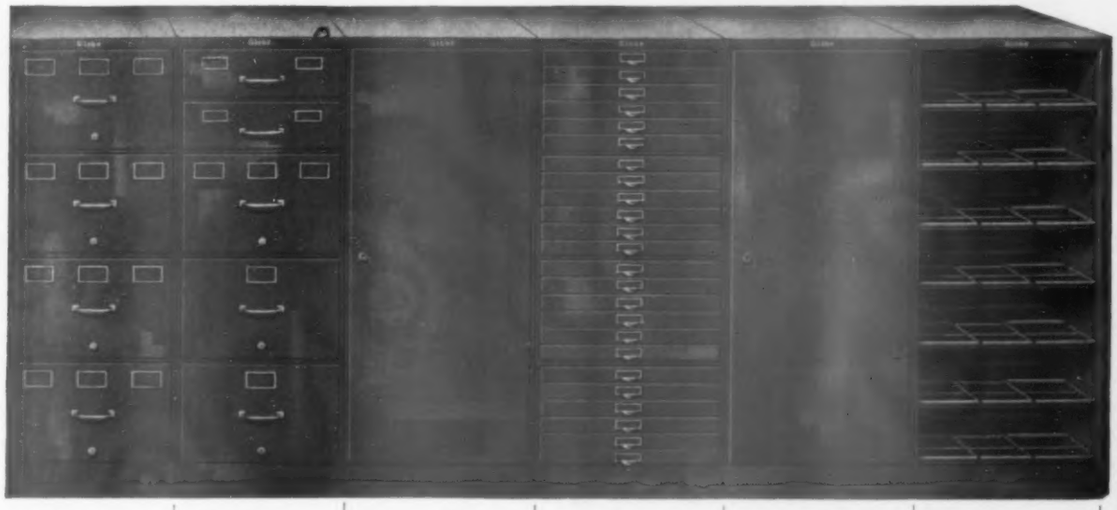
Finishes may be had in olive green or oak or mahogany grain.

The Globe-Wernicke Co.

CINCINNATI

Manufacturers of Sectional Bookcases and Filing Cabinets, Steel Safes and Stationers' Goods.

The Globe-Wernicke factory is the largest of its kind in the world. Ground area 15 acres. Floor space over 20 acres.



Detachable Panel

No. 7046	Combination Units	No. 7050	No. 7047	No. 7051	No. 7048

BOSTON INDEX CARD CO

OUR TRADE MARK
IS YOUR ASSURANCE OF

QUALITY

IN

INDEX CARDS
AND
FILING SUPPLIES

QUALITY BICCO SERVICE

THE FOUNDATION OF OUR BUSINESS GROWTH RESTS UPON THE SATISFACTION WE HAVE GIVEN OUR CUSTOMERS, AND OUR SOLE AIM IS TO STRENGTHEN THIS FOUNDATION.

WE INVITE A COMPARISON OF OUR PRODUCTS WITH THOSE OF ANY OTHER MANUFACTURER.

WRITE FOR OUR CATALOG

BOSTON INDEX CARD CO.

113 PURCHASE ST., BOSTON

PASSED AWAY DURING THE MONTH

Brief Comment in Appreciation of Those Who Have Passed Away and Whose Work in This World Is Finished.

Walter F. Gaylord.

With profound sorrow Office Appliances announces the death of Walter F. Gaylord, for many years New England representative of Geyer's Stationer. Mr. Gaylord passed away early in January. Geyer's Stationer says:

"Walter Flavel Gaylord was born in Amherst forty years ago last November and passed into life eternal January 8, 1915. He entered Williston Seminary to prepare for college and played on both the baseball and football teams of the school. After leaving the preparatory school instead of entering college he obtained a position with the Powers Paper Company of Holyoke, Mass.

"He was at work at Powers learning the paper business when, nearly sixteen years ago, then a big, husky man of about twenty-five years of age, he was offered the position of New England representative of Geyer's Stationer. Mr. Gaylord accepted this position, and more than filled this place until his death. In a few weeks he took up his residence in Boston. He entered at once into all the activities of the trade, made the interests of its members his own and worked unceasingly until the end. His personality drew all people to him, and he was made the confidant of many if not all in the field, including manufacturers, jobbers and retailers.

"The traveling boys all took to him, and poured their troubles, hopes and fears into his ready ear. In all parts of the country the commercial travelers will learn of his death with a sorrowing heart. Some of them owe their present positions to his safe counselling, and he gave many a tip that resulted in orders or that aided in obtaining a side line by which they could add to their incomes.

"He smoothed over many difficulties, and brought back to a friendly understanding quite a few who had drifted apart. He had to a marked degree the confidence of the entire trade. This confidence once gained was never lost, but continued to grow year by year.

"If work for the Boston Stationers' Association was to be done, Walter, as he was familiarly known, was always ready to do more than his share of the work, and his help in building up the membership is acknowledged by all. That he was one of the most popular men in the trade is shown by the frequent visits made during his long illness by the most prominent members of the association. Flowers and fruits were frequently sent to him, and they served to relieve the long days—nearly a year—that he was confined to his home. His rugged honesty was never questioned and his unsupported word was received as final. Mr. Gaylord was the one man in a thousand for the position he occupied, and it will be impossible to fill his place.

Business is sensitive—it goes only where it is invited and stays only where it is well treated.—Lewis

Art Metal is long lasting and time is fleeting. Hurry up, or someone else will beat you to the profits that lie in selling fire-resisting furniture that will last "forever" and is as handsome as the costliest wood.

Art Metal
Jamestown New York
U·S·A

Retail Service

Read this page seriously and regularly—you will find it filled with suggestions that should ultimately become a new source of income for your business.

Vol. 1, No. 4 **Published by the Art Metal Construction Company, Jamestown, N. Y.** February, 1915

"ORDEAL BY FIRE" SHOWS RESISTANCE OF ART METAL

Light-Weight Art Metal Safe Submitted to 1700° for 88 Minutes

BEATS ALL PREVIOUS RECORDS

Withstands Underwriters' Test Over a Half Hour Longer Than Any Other Cabinet Safe Ever Tested

The Underwriters' laboratories recently witnessed a test of the fire-resistance of Art Metal cabinet safes in which a stock safe was submitted to a furnace heat of 1700° for 88 minutes before the inside of the safe reached 300°—the underwriters' standard. This time beat the best previous record for all safes of cabinet construction by over a half hour.

During the test, inside and outside temperatures were taken every minute by means of electric thermo-couples, and recorded on a chart.

When the furnace doors were opened the outer shell of the safe was red and white from the terrific heat and the outside steel was almost molten. But the safe was not distorted and except for the color and absence of finish no one would know what a severe ordeal it had undergone.

"After the Fire"—note good condition of papers.

The contents were found to be in perfect condition. In the above picture is shown the safe after it was opened. Note the papers. The finish of the filing cabinets inside the safe was blistered, but the suspensions, compressors and all parts operated perfectly. The Art Metal Safe now bears the Underwriters' Label.

Only in an extremely severe fire would a safe be called upon to undergo such a test. Art Metal is a dependable protection against fire. Hundreds of offices are being equipped throughout with Art Metal—desks, chairs, files, cabinets, even wastebaskets. There is a wonderful opportunity for you in handling this line.

Write us today for literature describing the Art Metal Safe and other equipment.

Get our proposition at once.

Sell Where You Can Sell Again

Build For Future Business

RECENTLY I asked an Art Metal dealer why he had selected the Art Metal Line. "I have found," he said, "that it pays to cater to the firm that buys quality furniture, because as a rule that firm is in business to stay."

You can read between the lines here. Stability means growth. Growth means demand for new facilities, and ample funds to buy them with. That means stability for *your own* business.

The kind of customer that you want to develop is the far-sighted, up-to-the-minute business man. He knows that in the long run, high-grade furniture at a fair price—furniture like *Art Metal*, which will last for a business lifetime and in appearance and utility will always be a credit to the firm—is the cheapest to buy. Just so long as you give him good service and good values, you can count on his business.

To do this you must carry at least one strictly high-quality line. That means *metal* furniture. The *first* quality line of steel furniture was *Art Metal;* the oldest, therefore the most perfected—a line that is *standardized.*

Our proposition to retailers gives an unequaled opportunity for developing a business on modern, approved principles *and with profit.*

Write for confidential information.

Estelmo Lewis

Vice President and General Manager.

Who's Who in Office Appliances

The Davis & Sherer Co., Dayton, Ohio

Davis & Sherer are a well-established house with an enviable clientele in Dayton, where there is a big sale of office appliances.

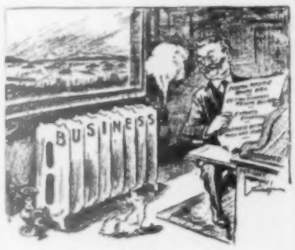
The above photograph shows part of the space given to Art Metal equipment in this store. Mr. Davis recently wrote us: "We have never represented a manufacturer with whom relations have been more cordial than with the Art Metal Construction Company."

Co-operation from the home office often makes a difference to retailers' bank accounts.

Get in touch with Art Metal service.

Did you see the January 8th number of "Art Metal Service"—the informing newspaper printed by the Home Office? If not, write for a copy. Full of suggestions that apply directly to your business. Free to office appliance retailers. Because of limited edition you should write at once.

"We are interested in the activities of Art Metal. Please send us all the literature you get from them," wrote a metal furniture manufacturer to a retailer. Surely if our fellow manufacturers are sufficiently interested to go to these ends to secure Art Metal literature, then Art Metal literature must be worth while.



THAT CHEERFUL SOUND
From the *Post-Intelligencer* (Seattle)

Read This Telegram

It was sent to Mr. Lewis on Jan. 7 by three prominent Ohio retailers, who pledge their co-operation to Art Metal:

Columbus, O., Jan. 7, 1915.
Mr. E. St. Elmo Lewis, Art Metal Construction Co., Jamestown, N. Y.

We are heartily in accord with the new sales policy and pledge our hearty co-operation for your representatives to make the banner year for Art Metal in Ohio. Best wishes for a happy and successful New Year to you and Art Metal.

H. B. PERKINS, Columbus Blank Book Co., Columbus, Ohio.
J. F. McMANUS, McManus-Troup Co., Columbus, Ohio.
ARCHIE SHERER, Davis & Sherer Co., Dayton, Ohio.

TOLEDO AGENTS ISSUE ATTRACTIVE HOUSE ORGAN

We have recently received the first copy of "The Office," a monthly publication "for any one who rules the desk," issued by the McManus-Troup Co., Art Metal dealers in Toledo. It's an attractive publication and we believe it will bring them good results. There is an illustrated four-page article in it devoted to Art Metal.

SHATFORD IN LITERATURE

(Letter to Mr. Lewis)

I take pleasure in acknowledging your check for the prize in the story writing contest, together with the book on "RETAIL SELLING AND STORE MANAGEMENT." The book alone was well worth the effort.

We have monthly meetings at the store, of our sales-force, at which time I try to coach and keep the boys well primed on steel and such wood office furniture as we handle. After carefully reading this book I intend to read portions of it at these meetings, which will no doubt bring out some of the finer points and greatly benefit us all.

H. E. SHATFORD,
Columbus Blank Book Mfg. Co.

NEW BUFFALO AGENTS APPOINTED.

Adams & White Co., Buffalo, have been given the exclusive agency for the sale of Art Metal furniture in this territory. All of which means that Art Metal will be properly represented in this locality from now on.

"Many Typewriters in One"

Why get several different machines when one will do the work of all?

The Multiplex Hammond

Takes any width of paper

TWO STYLES OF TYPE, or two languages, ALWAYS IN THE MACHINE.

"JUST TURN THE KNOB" and change *instantly* from Roman type to *Italics*, or from English to Greek, Russian, French, etc.

The ever increasing popularity of the MULTIPLEX HAMMOND is due to ITS SUPERIOR ADAPTABILITY and its UNSURPASSED DURABILITY and BEAUTY of WORK.

The new "LIGHT-WEIGHT" Aluminum Hammond weighs only 11 1-2 lbs.

OUR SPECIAL PROPOSITION TO DEALERS WILL SURPRISE AND PLEASE YOU.

There is money in this! WRITE TODAY.

The Hammond Typewriter Company

69th Street and East River New York, N. Y.

"To the publisher of Geyer's his death comes as a deep personal loss. In the long years of service to this journal it became a habit to lean on Walter and depend utterly on his opinion as to matters in New England. Only twice can it be remembered that his judgment erred. This is a record few can equal.

"In 1906 Mr. Gaylord was married to Miss Emma G. Ryall of Saratoga Springs, and his married life has been one long song of happiness. He was never completely happy away from his wife. In her loneliness she has the heartfelt sympathy of the trade. The funeral was on Sunday, January 10, and his body was taken the following Monday to Amherst, Mass., for burial."

William H. Lewis.

Taken suddenly ill while he was on his way to his place of business on Shamokin street on the morning of January 13, William H. Lewis, owner of the largest stationery and book store of Shamokin, Pa., and a prominent and substantial citizen, expired within a few minutes after he had staggered into a nearby bakery shop. Death was due to heart trouble, with which Mr. Lewis had been afflicted for a number of years.

William Henry Lewis was born in Pottsville fifty-eight years ago. When he was four years of age he came to Shamokin with his mother and had resided there ever since.

He began his career as clerk in a grocery store on Shamokin street. A few years later he withdrew from the grocery business and opened a stationery store on the site of the present Lewis home at 9 North Shamokin street. He continued to conduct his business there for several years, when he leased a room in what is now the Rohrheimer building on Sunbury street. Nine years ago he removed his store to the corner of Shamokin and Commerce streets, where he had been doing business ever since.

In 1881 he married Miss Helen S. Brown of Shamokin. Six children were born of this union, two of whom, William and Mary, survive.

George W. Gould.

George W. Gould, one of the oldest stationers in Boston, died Sunday, January 17, after an illness of several months. His early days were spent on Cape Cod, and when still a young man he left to start out in the business world, and went to Albany, N. Y., where he accepted his first position in the stationery line. After being there for some time he returned to New England and engaged with the firm of L. S. Learned & Co., of Cambridge, who had a retail department at 113 Devonshire street. When Learned & Co. sold out to the Cutter-Tower Company Mr. Gould took the agency for the Yankee file. Afterwards he engaged with Cutter-Tower Company, who were then at 14 Federal street, Boston. In 1883 he went into partnership with Mr. Cotton, and the business was known as Cotton & Gould. In 1904 he retired from active business, but he was always busy in his many personal interests. Funeral services were held at his late home at Newtonville Tuesday, January 19, at 2 o'clock. They were conducted by Dr. J. B. Bland, of Cambridge, a close friend of the deceased. The casket was surrounded by many beautiful floral tributes from his friends. The Boston Stationers' Association was represented by several of its leading members.

Burglars entered the Pittsburgh Stationery Company's store at Pittsburgh, Pa., between the evening of Dec. 31 and the morning of Jan. 2, and stole goods, including a quantity of Moore's unleakable fountain pens.

The Qualities Which Do Not Appear

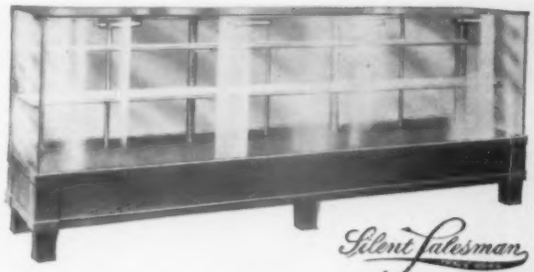
on the surface are often the most valuable. So, the value of a line can be decided only according to the service rendered by the line and its manufacturers. Judged by this standard, the cheapest line of "red goods" you can stock is

"Bushnell's Paperoid"

Besides the inherent qualities of durability and adaptability in Bushnell's "Paperoid" Wallets, File Folders, Pockets, etc.—the Bushnell line offers you other distinct advantages over similar lines. Bushnell's "Paperoid" has been more widely introduced for the benefit of the stationer, has been sold to a greater extent, and has been more widely advertised for coming business.

Plainly, Bushnell's "Paperoid" is BEST. More than 20 years of service prove it. We'll give you more proofs if you'll write for them.

ALVAH BUSHNELL COMPANY
925-927-929 Filbert Street, PHILADELPHIA, PA.



REG. U. S. PAT. OFF.

Move Your Goods by the Silent Salesman Route

It's the limited route because it speeds up sales.

It's the easiest route because it makes sales easier.

It's the safest route because Silent Salesman Show Cases are for hard wear.

The scenery is fine because the cases are handsome.

It's the air line to prosperity for the above four reasons.

Send for the Guide

The trade call it Catalog "D"—full of descriptions and illustrations.

Get aboard now—a postal card is your ticket.

DETROIT SHOW CASE CO.
489 W. Fort St., Detroit, Mich.
New York Salesroom, 738 Broadway - LEO Feldman, Sales Agent

Patent Pending

Made for Comfort and Convenience

The stenographer who uses a Marysville Typewriter Desk finds satisfaction in working at her desk because it's constructed for comfort and convenience. The

Marysville Drophead Typewriter Desk

not only looks good, but works well. Closed, it has all the advantages of a flat-top clerical desk. And either open or closed, the drophead mechanism locks in place perfectly. There is ample provision for knee space. The drawers are located most conveniently.

These are just a few of the reasons why Marysville Typewriter Desks satisfy customers; hence, are so popular with the trade.

Have you our latest catalogue? Just drop us a line and we'll gladly send it.

MARYSVILLE CABINET COMPANY
Marysville, Ohio, U. S. A.

Crane Ladies' Stationery

Sold by all Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the following Styles and Qualities:

SUPERFINE QUALITY. In Light Blue Boxes, containing ½ ream of Note paper each, and in separate boxes ¾ thousand Envelopes corresponding.

EXTRA SUPERFINE QUALITY. In Lavender Colored Boxes, containing ½ ream of Extra Fine Paper each: in like Boxes are Envelopes to match.

Our papers are supplied in Bordered Goods and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

This Trade Mark every box

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Z. & W. M. CRANE DALTON, MASS.

BUSINESS men keep important records in their safes for security.

The same good caution leads them to preserve the legibility of their records by using record books and ledgers made of

Brown's Linen Ledger Paper

It pays to sell books made of Brown's—they unfailingly satisfy and upbuild your reputation.

Brown's never weakens or grows yellow with age. It preserves legible imprints for ages and bears permanent testimony to the soundness of your advice in advocating its use. Brown's is the universal standard.

Send for Sample Books

L. L. BROWN PAPER CO.,

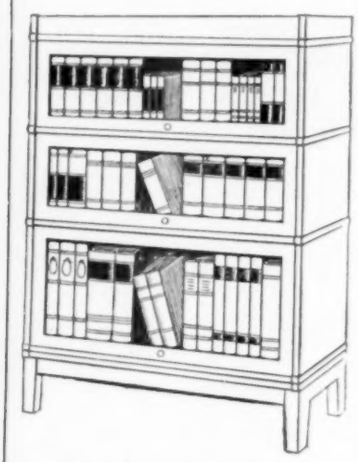
Established 1850 Adams, Mass., U. S. A.

FACSIMILE OF WATER-MARK
L.L.BROWN PAPER CO.
LINEN LEDGER

Some Features of the Globe-Wernicke Line.

Before the Globe-Wernicke Company entered the field of manufacturing cabinets of standard design it had been the custom to have practically all office cases made to order by some local woodworking mill and those who had no local mill had to make blue prints and forward them to distant cities for special estimates.

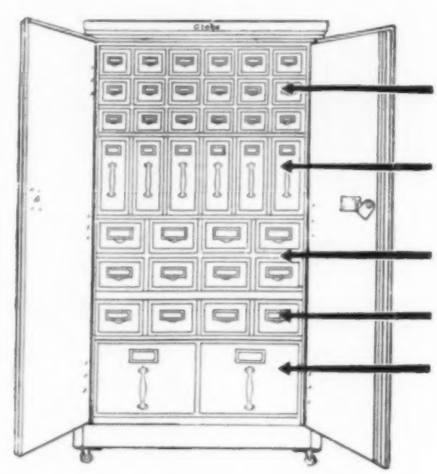
Realizing some years ago that the greatest benefit to commercial users of cabinets and cases would result from the production of fixed standards of styles and sizes, this company produced and put on the market cabinet units that could be built one on top of the other so as to form a complete case. From a small beginning with but a few



Globe-Wernicke Sectional Bookcase.

Four File Vertical Cabinet

styles of units the system was augmented by the introduction of new patterns from time to time until it is now possible to supply orders from the large Globe-Wernicke assortment of stock patterns especially designed for practically every possible office use. In developing this



Globe Safe.

idea it has always been necessary to realize that a system of units would not be of great value unless there were maintained at all times a uniformity of design and finish, and great attention has been given to a high standard with respect to these features of construction. Indeed, a stack of units that may have been introduced into some office ten or fifteen years ago may today have added to it additional units of exactly the same size and finish from the

SPACE—TIME—LABOR
SAVED
By Means of
THE BRISTOW RADIAL DISTRIBUTOR

NEW MODEL

NEW CONSTRUCTION

MODEL 8 (Capacity 1 to 8 baskets) **PRICE, $5.00**

Takes the place of eight baskets or trays when fully set up. Partitions are removable or insertable at will, hence can be used for any smaller number. Size of base 12 in. x 6½ in. x 3½ in. **All metal construction, cannot wear out.**

Clears the Desk of Baskets and Trays

Erasable indicating plates on each end of base allow use from both sides of table or desk.

Least space occupied
Quickest despatch of papers
Preserves privacy of papers
(By keeping them from exposure to passerby)
Insures accuracy of distribution

In other words—HIGHEST EFFICIENCY

If the illustrated size is not suitable we have one which is. *SEND FOR OUR CIRCULAR.*

FREDERICK BRISTOW
54 Lawrence St., Newark, N. J.

TRINITY CARBONS AND RIBBONS
LET US SELL YOU SOME
CARBON PAPER SERVICE
A two cent stamp will get us together.

Standard Carbon & Ribbon Co., Inc.
New York City

Business as Usual During Alterations to Map of Europe

THE
Western Union Telegraph Company
uses large quantities of my stencil paper and makes over 3,000 copies from one stencil of a closely ruled form. Other customers are expressing their satisfaction every day. We'll send you a trial sample for your duplicator. Mention the name. My duplicator inks are clear, flow easily, dry quickly, do not spread, and never fade.

MY PRICES CANNOT BE EQUALED
You can save as much as 50% by buying from me, and all supplies are sold on a money-back guarantee.

T. A. HEYER
116 North La Salle St,. Chicago, Ill.

The Perfect Plugless Roll

FOR adding machines of all makes. We have succeeded in doing away with the wooden core and its objectionable features. The Plugless Roll is guaranteed to contain 250 lineal feet. The stock is white wove, hard, sized writing, 18 pound folio, free from lint or dust. If you prefer the 2 5-16 in. rolls with wooden cores, we will furnish them at the same price as the plugless. Write us today for samples and terms.

GEORGE IRISH PAPER COMPANY
Manufacturers
21 River Street, - Buffalo, N. Y.
Canadian House—Monarch Paper Co., Ltd., - 60 Victoria Street, Toronto

"It isn't what it is, but what it isn't that makes furniture good or bad"

Take a number of desks—they all look well, all artistically made, but how about the construction, the joints? The legs,—are they weak or strong? Will they break off, should perchance the desk be moved?

MOON DESKS have no breaking joints. The joints are clasped so they cannot separate. The woods are thoroughly kiln dried to prevent shrinking and warping.

Three distinctive features characterize Moon Typewriter Desks:

1.—The Moon Automatic Typewriter Attachment.
2.—The use of the desk at the operator's right hand.
3.—The rigid construction.

MOON DESK CO.
MUSKEGON, MICHIGAN

WASTE PAPER IS MONEY

Coin it with an all steel Fire Proof "Economy" Baler and reduce your fire risk. Your business and home need an "Economy." It is not an expense—it pays for itself. We put you next to highest waste markets. The "Economy" is the only baler O. K.'d by Fire Prevention Bureaus, etc.

ALL STEEL **ECONOMY** FIRE PROOF

Exclusively Adopted by U. S. Post Office Department

There is an "Economy" at every price for every purpose. Sold on easy terms.
Some territory still open for Dealers and Specialty Men.

Write right now.

ECONOMY BALER COMPANY
Box 31 ANN ARBOR, MICH.

To Dealers Handling The A & W Line of Typewriter Ribbons and Carbon Papers

There is no line of these goods made today that is so complete—that covers all requirements so fully—as the A & W Line.

There is no line made that is so generally satisfactory.

There is no line made that is being distributed so generally through the best class of dealers.

There is no other organization giving the prompt and efficient service that backs up the A & W line of goods.

The A & W line may need an introduction to a new customer, but it does not need at any time an apology or an excuse.

Realization of these truths should put a punch into your selling plans and talks that will increase your business.

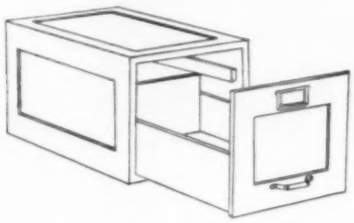
The Ault & Wiborg Co.

Factory and General Offices at Cincinnati, Ohio

Branch Houses in the Principal Cities

stock which this company carries on hand. They have made this matter of additions a service feature.

This new demand for uniform patterns soon resulted in the need for quick and convenient distribution of the various units, and agency arrangements were made for a stock to be carried in each city. It must be borne in mind that the desire has always been to arrange a convenient method for the consumer to obtain promptly those units which he needs for a new outfit or as additions to those which he has. To carry out that plan the Globe-Wernicke Company used the utmost care in selecting local distributors of high standing and ample resources.



Storage File with Jacket.

There has always been the greatest possible co-operation by the company in building up in every way possible the business of its local agents. The company is one of the largest national advertisers of office systems and all inquiries are referred to the local agents. It supplies various trade winning helps and abundance of advertising matter of attractive design.

As the Globe-Wernicke Company manufactures both wood and steel lines, also safes with interior equipment, as well as complete lines of bookcases, supplies and stationers' goods, the local agent of the Globe-Wernicke lines is in a position to supply practically any sort of equipment that is needed.

An enormous factory is required to produce the great volume of Globe-Wernicke products sold each year, but a visit to the company's plant is sufficient guarantee of their ability promptly to supply all customers

Wants Agencies for Washington, D. C.

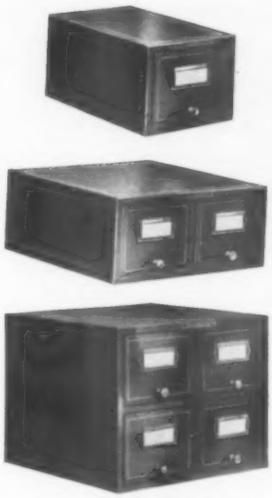
Herman C. Metcalf has again become actively identified with the N. M. Minnix Company, of which he is vice-president, and with the Betterway Service, which he organized, and whose offices are at 701 Southern building. Mr. Metcalf will be pleased to correspond with manufacturers in the offices appliances field who desire representation in Washington and the District of Columbia.

Wants Agencies for Salt Lake City, Utah.

The Business Equipment Company, 617 Dooly building, desires to act as representative of office appliances firms for Utah. They wish to take agencies for anything in modern office equipment of merit. They have salesmen covering the principal towns of the state. The company consists of C. R. Vigus and L. C. Shaw.

A representative of the Stationers' Board of Trade recently stated to a member of the Office Appliances staff that the Vosburgh & Whiting Company of Buffalo, which has been in financial difficulties, will be able to pay out on a basis of 33 1-3 per cent.

It is reported that the Horder Stores, Inc., are to give up membership in the Chicago Stationers' Association. The organization will, however, retain its membership in the national association.



Card Drawer Cases
Nine Types

Interchangeable Units
Sixteen Types

Combination Cases
1,000 Types

4-Dr. Letter File—$24.75
Complete Vertical Line

Desks—All Types

We Sell You A Modern Business

Having built up our business wholly through our 266 dealers, we know that you want SERVICE—PROTECTION—GOOD PRICES—HIGH QUALITY. We try our level best to give them.

Security Dealer's Line

Our improved Factory and Selling methods with attendant low costs enable us to make a most attractive business proposition.

We know your wants. We supply your needs.

If your territory should be open we can help you make money. A letter today will give us the opportunity to at least lay this before you.

Security

Five Sizes

Office

Adjustable File Cases

Steel Shelving—Any Type

Safe

Magnificent Grand Central Terminal, New York City,
Filled with Over $100,000.00 of Security Steel

FIRE-PROOF FURNITURE AND CONSTRUCTION CO.

MIAMISBURG OHIO

Co-Operation Personified

Our factory is yours—is the dominant spirit characterizing your dealings with "DAVIDS."

Your customer's interest—with quality merchandise—scrupulously guarded.

Your interests—co-operatively ours—benefited by satisfaction and profit. Capitalize your efforts—satisfy your customers.

Sell the Davids' Line

The Inks With a Talking Point

Thaddeus Davids Company

J. W. R. MERCKLE, President and General Manager

New York **Chicago**

Cushion Speed Keys for Typewriters

Prevent sore finger tips and split nails, increase speed and save repairs, no machine complete without them.

A keyboard equipped with Cushion Keys gives, comfort, speed, delight and ease.

Fit over the regular keys, put on with the fingers, no tools required. Made of black, white or green rubber.

REDUCTION IN PRICE:

Single Keyboard Sets Now $2.50
Double Keyboard Sets Now 4.00
Adding Machines (8 Cols.) 4.00

If not at your dealers send direct for a set on trial.

Highest grade Typewriter Ribbons, $4.00 per dozen. Carbon Paper, $1.50 per box. Charges prepaid.

IMPERIAL MANUFACTURING COMPANY

295 Washington St., **Newark, N. J.**

Liberal discount to the trade.

The manufacturer with an article to be exploited among the office equipment trade finds

"OFFICE APPLIANCES"

a publication which brings satisfactory results. Advertising rates furnished upon request.

THE OFFICE APPLIANCE COMPANY

417 So. Dearborn Street, Chicago

OTHER MACHINES

Chicago, Ill.

The Dollar Boston Pencil-Pointer has been the feature of window-displays in various Chicago stationery stores during the past month. The windows are made attractive by white advertising crepe paper on which is printed in black and brown a design involving the Boston pencil-pointer. Other helps in the displays are a metal placard, finished in imitation oxidized-silver, announcing the need for a Dollar Boston pencil-pointer in every home and office, and a large mezzo-tint showing a girl using the Boston pencil-pointer.

* * *

Charles O. Bradford, formerly with the Elliott-Fisher Company and the Underwood Typewriter Company, has joined the city sales force of the Duplicator Manufacturing Company.

* * *

A recapitulation of the December business of the Duplicator Manufacturing Company shows that month to have been the best December in the company's records. Incomplete returns for January bade fair to make January, 1915, the biggest month for sales in the history of the company. In this connection it is interesting to note that the Duplicator Manufacturing Company took additional office space during January.

Menominee, Mich.

There has been organized here a $25,000 corporation which absorbs under the name of the Christy Account Register Company the interests of the Christensen Manufacturing Company, makers of the account registered patented by T. C. Christensen, of Menominee. On the board of directors of the new corporation are: Jerry Madden, president; H. A. Vennema, treasurer; Nicholas May, secretary and general manager; T. C. Christensen, Judge W. F. Waite and August Ludwig.

Minneapolis, Minn.

Among the well-qualified office specialty men who have recently joined the staff of the Duplicator Manufacturing Company is Charles E. Ellis, who was formerly with the Elliott-Fisher Company and the Rapid Addressing Company. Mr. Ellis is Minneapolis agent for the Commercial duplicator and has an office at 13 North Sixth street, Minneapolis.

San Francisco, Cal.

The H. S. Crocker Company, agents for the Addressograph in the San Francisco territory, won the second position for the sale of Addressographs among the agents in the United States for the past year, in recognition of which they have been awarded a handsome cup by the Addressograph Company. The cup will shortly be on display in one of their windows. In addition A. D. Shaw, salesman for the Crocker company in that department, was given a trip to Chicago to attend the Addressograph salesmen's convention.

* * *

Geo. G. Brosch, western representative of the Elliott Company's addressing machines, with headquarters in this city, left for the Northwest late in January.

Two Binders With Real Utility Features

Investigate the ***"Perfect" Self-Indexing Ledger*** and you'll agree that it deserves its name. Just two movements of the hand are necessary to locate instantly any account in this ledger; and as for expansion, you may classify under a 26-letter index as many as 25,000 accounts, each on a separate sheet. The "Perfect" Self-Indexing system has a universal application.

And our ***Style N. P. (Non-Protruding) Post Binder*** is constructed so that the posts do not show above the top cover. You can readily see the advantage. We furnish this binder *with no metal parts exposed.*

There are other loose-leaf devices of the "Perfect" line which will be sure to be of more than ordinary interest to you. The line is described and illustrated in *our new catalogue* which you ought to have if you use or sell loose-leaf devices and supplies. Send for the catalogue and prices today.

CHICAGO BINDER & FILE COMPANY

118-124 South Clinton Street **CHICAGO, ILL.**

If you sell loose-leaf goods we have an interesting proposition for you—liberal terms, exclusive territory.

The Reliance Time Stamp

Check Up Every Detail

Stop Time Losses and Other Leaks

ALLERTON HOUSE
SECRETARY'S OFFICE
FEB 20 '13-10 15 AM
RECEIVED

(Above shows the No. 16 stamp with name plate).

Put the Reliance Time Stamp in your office on trial and have an accurate check on your mail, telegrams, orders. Fix responsibility, prevent delays, speed up and check every transaction.

Indispensable in the shop, factory, shipping room and receiving room. Hotels and railroads find it valuable for checking messages, mail and baggage. The Reliance is the only high-grade all-metal time stamp made at a reasonable price. It prints in a straight line like this:—

FEB 20 '13-10 15 AM

Cushman & Denison Mfg. Co.

240 W. 23rd Street, N. Y. City

New Money Making Machine

FOR YOUR STORE—Do "Fiberized Printing"—Office Stationery and CIRCULAR LETTERS for yourself and for Customers. Cheaper than Job Printing. No Ink Used. No Printer required. Any Clerk or office help becomes Expert. Operating a Machine in your Store will sell others. Approval Shipment to Responsible Dealers.

Liberal Discounts.

Prices $60 to $140—Write today

The Multipress Co., Inc.

Buffalo, N. Y. and Toronto, Canada

10 DAYS FREE TRIAL

Save waste paper—bale it—sell it. Means many dollars every year. You not only **save money** but you avoid **fire risk** when you use the

ALL STEEL Schick FIREPROOF **Paper Baler**

—the simplest—strongest—best paper baler on the market. All steel—absolutely fireproof. Takes up little room—eliminates fire risk—turns waste into **profit.** Write today for Catalog A, low prices and liberal **10 Day Free Trial** proposition.

Davenport Mfg. Co.

Davenport, Iowa

Spring Clamp Note Book and Binders

One of the most useful aids to the modern business man. There is nothing better suited to care for the great mass of notes, orders, tickets, charts and other kinds of business paper in circulation in every office, store or factory.

The Van Buren Loose Leaf Holders

are operated by a clamp controlled by a simple self-locking lever. They hold any size sheet. There are no holes to tear out. Paper is inserted or removed instantly, held securely and perfectly protected from dust and dirt. Always handy. Useful wherever paper is used.

Some of the largest institutions are using them by the hundreds. **You too need them. Order now!** Correspondence size, 8½x11, postpaid, cloth 50c; imitation leather 75c. Other sizes in stock. Any size made to order. Liberal discounts in lots, also dealers' discounts.

VAN BUREN BROS., 673 W. Madison St., Chicago, Ill.

Pacific Coast Stationers

ERNEST DALTON & COMPANY

444 Market Street, San Francisco

ANNOUNCES

a new line of ribbons and carbons

St. Francis	**No. 1 Grade**
Golden Gate	**No. 2 Grade**

Ribbon Factory, modernly equipped, under the management of a competent superintendent, is operated in San Francisco.

PATENTS

Trademarks and Copyrights

Send your business direct to Washington. Saves time and insures better service.

Personal Attention Guaranteed
25 Years' Active Practice

Specialty:—Typewriting and Adding Machines

Address E. G. SIGGERS

Suite 33 N. U. Bldg., Washington, D. C.

STATIONERY

Augusta, Ga.

Murphy & Farrar of 720 Broad street, Augusta, have incorporated under the name of Murphy & Farrar, Inc., with a fully paid up capital of $12,000. The company conducts a business in stationery, blank books, office supplies and engraving.

Boston, Mass.

The Tower Manufacturing & Novelty Company of New York has opened a local branch. The salesroom and distribution point for this section are located at 111 Summer street. H. E. Sweet, New England representative of the Tower Manufacturing & Novelty Company, is in charge of the Boston branch.

Chicago, Ill.

About May 1 the South Dearborn street Horder store will occupy a new location which has just been leased in the Monadnock building, a few doors north of the present location. The building in which the store is at present is to be torn down.

* * *

The Riddle & Wunderle Company of 25 North Dearborn street will move to a new home soon. The new store will be located at 62 West Washington street.

* * *

W. H. Freeman has become manager of the newest of the Horder Stationery Stores. Mr. Freeman has been with the Chicago Stationery Shop and other stationery stores.

* * *

Milton G. Wood, who has been with the Burr-Vack Company since coming to Chicago from Minneapolis, has been made manager of the Burr-Vack store.

Elkhart, Ind.

G. W. Fredrick, treasurer of the Garden City Tablet Company, is also president of the Elkhart Stationery Company, a new Elkhart corporation of $40,000 capital stock. The Elkhart Stationery Company has absorbed the Elkhart Paper & Supply Company, and will manufacture tablets and school supplies.

Grand Rapids, Mich.

The following men have been elected directors of the Grand Rapids Stationery Company: Charles W. Garfield (president), A. Van Sledright (vice-president), J. G. Haan (secretary), John E. Peck and N. Fred Avery.

Holyoke, Mass.

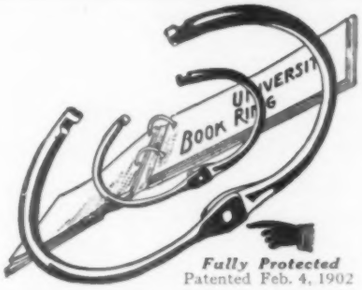
Kilson Brainerd, treasurer of the American Pad & Paper Company, was recently married to Miss Susan Caroline Titcomb.

* * *

One of the recent weddings here was that of Miss Frances Granger and Harry J. Miller, manager of the bank supply department of the Baker-Vawter Company, Holyoke, Mass. Mr. Miller spent seven years in the general offices of the Baker-Vawter Company at Benton Harbor, Mich., before he came to Holyoke.

Kalamazoo, Mich.

On January 1 Dwight Terry became associated with the Kalamazoo Stationery Company and will travel for the company in the interests of its fine stationery department. Mr. Terry spent six years with the Marcus Ward Company.



Fully Protected
Patented Feb. 4, 1902

The Improved University Book Ring

The Ring with the Deep Locking Joints —A Feature Unknown to Other Rings

It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong, and neat. Made in four sizes. No. 1, 1¼ inches diameter, light weight; No. 1, heavy weight, 1¼ inches; No. 2, 1½ inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy weight. Unjointed ring, 1¼ inches diameter. *Write for particulars.*

OTTO KELLNER, Jr.
4028 State St., Chicago

The U. S. Manufacturers Sales Co.

REPRESENTS MANUFACTURERS OF
Stationery and Specialty Lines

Creating a demand for new goods
Increasing the demand for old goods
Selling to the retailer and jobber.

Advertising Service Free

We can handle a few more good—Lines—Let us show you what we can do for your goods in this market.—

Send for Particulars

The U. S. Manufacturers Sales Co.
116 NASSAU STREET, NEW YORK, N. Y.

Established 1875 Incorporated 1900 Still at it 1915

We Make Covers

For Typewriting, Computing and all Other Kinds of Machines Having Bright and Polished Surfaces.

OFFICE FURNITURE and *everything* with *bright surface* should be so protected. We are large manufacturers of these goods and believe we make the greatest quantity and variety.

Send us *sample* or *diagram* of *your article* and we will quote you prices and send sample of the material.

No article too large or *too small* for us to make and figure upon.

Wm. H. Wiley & Son Co., Hartford, Conn.

Start the New Year Right

Know the exact date, hour and minute

1—Your letters are received and answered.
2—Your orders are received and shipped.
3—Your factory orders are started and completed.
4—And 100 other important facts.

COSMO TIME STAMPS

Can be used in the widest variety of ways. On the executive's desk, or in the factory, they are found a tremendous help. You can devise your own ways to increase the efficiency, accuracy and speed with which your business is conducted.

Write now for catalog. Learn the use other manufacturers are making of Cosmo Time Stamps. See for yourself where one will fit your business. *You can use a time stamp.* Let us show you. Write for catalog *now.*

A. D. JOSLIN MFG. CO.
223-25 West Erie St., Chicago, Illinois
DEALERS WRITE FOR PRICES

You, Too, Will Find This NATIONAL PHOTO MAILER The Most Secure

and satisfactory method of sending photographs, prints, art calendars, etc. through the mails.

It is so compact and attractive in appearance; so absolutely protects the contents through its improved construction that it practically sells itself.

Easily and quickly tied and, despite careless handling in the mails, it is invariably delivered in excellent and business-like shape.

Without doubt the *best* on the market, the National Photo Mailer is strong, durable yet inexpensive.

The Store That Sells This Photo Mailer

has an article of unusual merit, sure to please and equally certain to get repeats. Comes in seven standard sizes.

And do you know, Mr. Dealer that discounts from the list are unusually liberal? Write for samples and prices.

National Envelope Co., Inc.
Makers of Fiberstok
40 EAST ALLEN STREET
Philadelphia, Pa.

You may send me—without any obligation on my part—samples and prices of your PHOTO MAILER.
Name
Address
City
State

50 cent Article 8 cts.

THE ONE SENSATIONAL PREMIUM

MAGIC INK ERASER

Erases Pen or Typewriting. No acid or blade to spoil the paper.

Removes a blot, letter or line like magic. For every man, woman, boy or girl who uses ink.

SAMPLE BY MAIL 10c.

8¢ EACH

STRANSKY MFG. CO., 41-43 Warren St., NEW YORK

G. W. TODD & CO.

Manufacturers of the

Protectograph and Protectograph Check Writer

(Todd Patents)

World's Largest Makers of Check Protecting Devices.

1129 UNIVERSITY AVE.

Rochester, N. Y.

The Adams College Book Rings

The Adams College Book Ring is a Universal ring for perforated binders and papers. This ring is easily operated and allows the sheets to lie perfectly flat. The most satisfactory ring ever invented. Beware of imitations.

Our goods are handled by leading stationers. If you do not carry them write us at once for catalog. Order through your jobber.

HENRY T. ADAMS, 6823 So. Chicago Ave., CHICAGO, ILL.

Life Size

CLINCH PAPER CLIPS

Their simplicity accounts for their inexpensiveness and great adaptability.

Try a few prepaid at these prices: 1,000, 30c; 5,000, $1; 10,000, $1.90. F.O.B. Buffalo, bulk, 100,000 clips, $5.75; 500,000 clips, $26.25; 1,000,000 clips, $50.00

THE BLACKHALL CO., - Buffalo, N. Y.

THE THREE "RIVAL" FOUNTAIN PENS

OPEN

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

RIVAL NON-LEAKABLE—Perfect fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument. Can be carried in any position without leaking.

RIVAL DROPPER FILLER—From No. 1 to No. 8 plain, chased, gold mounted with bands and sterling silver and gold filled filigree mountings. Very appropriate for Holiday trade.

SPECIAL FACILITIES FOR REPAIR WORK.

Catalog illustrating our full line and giving Prices and Discounts will be sent to dealers on request. WE FULLY GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Inc.

Office and Factory **35 Ann Street, New York**

FOREIGN TRADE SOLICITED.

Los Angeles, Calif.

The retail business of Sanborn, Vail & Co. in Los Angeles has been taken over by the Duncan-Vail Company, headed by Mr. Duncan, formerly associated with the Eugene Dietzgen Company of Chicago, and D. A. Vail, who has been manager of the store. The wholesale business of Sanborn, Vail & Co. in Los Angeles remains as before.

McAlester, Okla.

The McAlester Book & Stationery Company is a new corporation of McAlester, Okla. The concern has a capital stock of $5,000 and will engage in a general stationery, office supply and book business. The president of the company is J. C. Meaders; vice-president, Elmer Hale; secretary and treasurer, F. M. Davis, and manager, J. S. Horner.

New York, N. Y.

Irving P. Favor, American manager for L. & C. Hardmuth, manufacturers of Kohinoor and other pencils, started last month on the steamship Finland en route for Austria to make arangements for a constant supply of the company's pencils for American trade.

* * *

Louis Stettiner and J. M. Martin have incorporated as Stettiner Brothers to do a stationery and printing business in New York. The capital stock of the company is $100,000.

* * *

On Monday evening, January 4, J. W. R. Merckle, president and general manager of the Thaddeus Davids Company, gave a dinner for the sales force of the company. There were several good talks on business efficiency.

* * *

The Samuel Ward Manufacturing Company has moved its offices from 621 Broadway to the Hess building at Twenty-fourth street and Fourth avenue. The new quarters have an excellent display room. Frank Crowe is in charge of the office.

Olean, N. Y.

One of the recent incorporations here is that of the Sanitary Dustless Eraser Company, whose capitalization is $50,000. The incorporators are: T. H. Quinn, C. C. Bisett, and H. P. Peterson, all of Olean. The company will manufacture, among other articles, erasers and blackboards.

San Francisco, Cal.

C. C. Teall of the L. E. Waterman Company's New York organization passed through this city recently on his way to Honolulu. He expected to spend some time traveling in the antipodes.

* * *

C. H. Jenkins, agent for Leitz filing devices, is still getting in frequent shipments and says his correspondence with the factory now goes through in good time.

* * *

C. H. Crocker, head of the H. S. Crocker Company, recently occupied a new private office fitted up for him at the Stevenson street end of the store.

* * *

W. T. Yeazell, for many years manager of the stationery department of the Isaac Upham Company, has resigned that position to take up trade organization work in association with Henry P. Dimond, who is secretary of the San Francisco Stationers' Association and other similar organizations.

* * *

Bert M. Morris of the Bert M. Morris Company made a trip to southern California the past month to call on the trade in that section and attend the Panama-California exposition in San Diego.

Equipped Better Than Ever to Supply Our Friends

With Bucki Supreme Typewriter Ribbons and Carbon Paper

Our new factory is completely furnished with the most modern carbon coating and ribbon making machinery, which enables us to manufacture a product that is superior. Our line is extensive, including ribbons for all typewriters and for the Multigraph, Writerpress and other duplicating machines; also typewriter, billing and pencil carbons.

You can make the Bucki line a money maker for you. Let us show you. Write for samples.

The Buckeye Ribbon & Carbon Co.
Manufacturers
1265-1267 West 2nd Street Cleveland, Ohio, U. S. A

THE HOME OF A TYPEWRITER

MADE BY
BENTLEY and GERWIG FURNITURE COMPANY
PARKERSBURG, W. VA.

ALSO MAKERS OF ROLL TOPS, FLAT TOPS AND STANDING DESKS.

BURNS' ADJUSTABLE TELEPHONE BRACKETS

DURABLE—COMPACT—CONVENIENT

There Is a Better Way—Install a Burns' Arm.

Made in a variety of lengths and mountings.

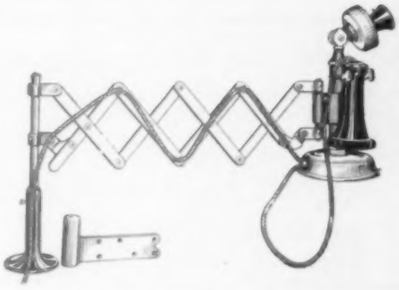
Arranged to hold one, two or three telephones.

Fits any telephone.

A standard office appliance.

Handled by stationery and supply houses everywhere.

Get our liberal proposition to the trade on these and other adjustable specialties.



More Burns' Brackets in Use Than All Other Makes.

AMERICAN ELECTRIC COMPANY, (Manufacturer) State and 64th Sts. CHICAGO

The Durkin Typewriter Company
and Affiliated Companies of
PITTSBURGH, PA.

Wholesale Dealers in Second-Hand and Rebuilt Typewriters. ALL MAKES. Latest Wholesale Bargain Price List upon request.

Also Manufacturers of the World Wide Known "MODERN" DUPLICATOR. The "Modern" Duplicator is free from Glue and Gelatine. It will, therefore, wear and give equally good results in any climate. It is the BEST DUPLICATOR for duplicating or printing from 10 to 75 duplicate copies of anything you write, trace or draw, with pen and ink, pencil, or typewriter, in from one to five colors at same operation. Can be used many times each day. Four sizes $3.00 to $7.00. Write right now for exclusive agency.

"SIMPLIFIED INSTRUCTION BOOKS" FOR OPERATING ALL LEADING STANDARD TYPEWRITERS 25c each retail or 10 cents each to dealers. Send 11c stamps for sample prepaid.

Just to remind you
of the fact that profit for you and permanent satisfaction for your customers lie in

Summit, Apex, and Cyclo
BRANDS OF
Typewriter Ribbons and Carbon Paper

and that we shall be glad to prove our contentions if you will but make the request.
No live dealer ever fails to investigate a proposition which promises permanent profits. There is no reason, is there, why you should not write us immediately?

UNION RIBBON & CARBON COMPANY
Main Office and Factory: Front and Laurel Sts., PHILADELPHIA

You Set the Price

at which you sell to your trade the excellent line of

Forest City

Our prices to you are the lowest that can be made, considering the quality of the product. Careful attention is given to design, material, appearance, and working efficiency. Each bookcase sold helps sell another.

Forest City Sectional Book Case "Watch them grow"

Book Cases

Let us send you catalogue and terms.

FOREST CITY FURNITURE CO.
Rockford, Illinois

Account for Every Labor Minute

Here is the one logical method of keeping an accurate account of when you receive and when you send out letters, orders, contracts, jobs, etc. It will avoid all disputes, as it records every minute of the day and night.

Follett's New Model Time Stamp

Absolutely automatic, requires no attention and is the only POSITIVELY ACCURATE register on the market.

Liberal proposition to live and responsible dealers and agents

Full information cheerfully given

Follett Time Recording Co.
671 Hudson St., New York City

ADDING MACHINES

Atlanta, Ga.

F. Micheliri is now with the Atlanta Burroughs agency at 61 North Pryor street, Atlanta. He was formerly at Duluth.

Baltimore, Md.

One of the new men with the Baltimore office of the Barrett Adding Machine Company is F. A. Hale.

Dallas, Texas.

Reports indicate that the men at the Dallas service station of the Burroughs Adding Machine Company are recently being supplied with free cigars. R. M. Moore reports the arrival of a ten-pound girl, and Inspector R. Evans, who failed to arrive at the office one day, redeemed himself later by passing around cigars to celebrate the arrival of a bouncing baby boy.

Evansville, Ind.

The Sweet Adding-Listing Machine Company is the name of a $500,000 corporation which has been organized here to manufacture the Sweet adding-listing machine. The incorporators are: W. S. Titus, J. Rodgers and M. S. Whitley.

Los Angeles, Calif.

The Lasky Film Company, producers of motion pictures, have bought one of the new model twelve Barrett adding-listing machines.

Muskegon, Mich.

It is reported that the Commonwealth Adding Machine Company has leased in Muskegon buildings which it will use for manufacturing.

New York, N. Y.

A. L. Johnson has joined the New York sales force of the Barrett Adding Machine Company.

Philadelphia, Pa.

Last month H. A. Daniels joined the selling staff of the Barrett Adding Machine Company.

San Francisco, Calif.

W. W. Erskine, western manager of the Dalton Adding Machine Co., has received word that Jas. L. Dalton, president of the company, will spend about three months in the city during the summer, directing the firm's business from this point, with headquarters at the Dalton exhibit at the Panama-Pacific Exposition. While he is here he will meet all the western selling organization in convention at the fair grounds, the exact date to be determined later.

* * *

W. W. Cooley, who has charge of the Burroughs Adding Machine Company's exhibits at the Panama-California Exposition in San Diego, and the Panama-Pacific Exposition in San Francisco, spent the past month at San Diego, where an attractive booth and comprehensive display was in complete readiness when the fair opened the first of the year. G. Arbogast will be in constant attendance at that point, and Mr. Cooley will devote most of his time the coming month to the completion of exhibit plans here. The booth has been ready for some time, and the exhibit will be all ready in good time for the official opening of the exposition on February 20.

ECLIPSE

An
Inkwell
That Pleases
Everyone

Eclipse Pneumatic Inkwells

Plain for Business
Fancy for Gifts

Beautiful Silver, Copper and Brass Styles for Library, Club or Home

Handsome and unique designs as well as their practical character make the fancy patterns just what is wanted for something especially good—and the **stationer's profit** is such that he cannot afford to leave them out.

For the business office, factory, filing room and corporation use, the plainer styles are designed.

The styles begin with a simple clear glass inkwell—handsome but "quiet"—and then range to elaborate Colonial and Art Nouveau ideas. There's a diversity in prices which attracts your customer at once.

Have you sent for the circular and prices on the new
Eclipse Ink Tablets?
If not, drop us a postal today.

The General Eclipse Company Dept. A **Danielson, Conn.**

BLANK FORMS

FOR

Stock Certificates · Merchandise Certificates · Christmas Checks
Bonds · Diplomas · Mortgage Notes · Insurance Policies

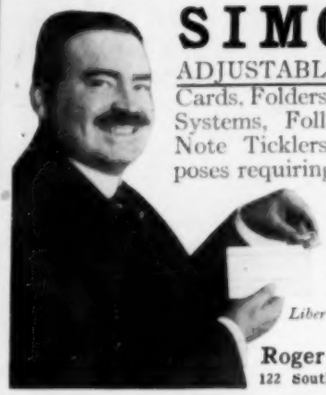
ELECTION CERTIFICATES

Lithographed Calendar Pads

129 STYLES FOR 1915

A Corporation Record Book THAT
CAN BE USED THRUOUT THE UNITED STATES AND CANADA

GOES LITHOGRAPHING CO. CHICAGO
ESTABLISHED 1879



SIMONSON

ADJUSTABLE Metal Tip for Cards, Folders, Card Indexes, Filing Systems, Follow-up, Check Files, Note Ticklers and all other purposes requiring an Adjustable Tip.

Slips easily on and off but holds with firm grip. Has removable name slip, lasts indefinitely and does not mar card or folder.

Liberal Quantity Terms to Dealers. Samples Free.

Roger A. Simonson & Co.
122 South Michigan Ave., CHICAGO

INK ERASING SIMPLIFIED

The modern business man uses, instead of a dull-edged knife, the

BEEGEE, JR.—"The Perfect Ink Eraser"

Which annihilates blots and ink-markings in less time than can be done by any other method. No chemicals used. **Beegee, Jr.,** is just a speedy sanitary eraser used by the *United States government* in various state and city departments, and by some of the largest financial and commercial houses throughout the country. In actual use in every business center of the globe. **Retails at 50 cents.**

A most successful seller for stationers and dealers.

Send for terms

Beegee Co., 1133 Broadway, **New York, N. Y.**

HIGGINS

- Drawing Inks, Blacks and Colors
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board and Library Mucilage
- Office Paste
- Liquid Paste
- Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only. Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.

Consumers, emancipate yourselves from the use of corrosive and Ill-smelling inks and adhesives and adopt the **Higgins' Inks and Adhesives.** They will be a revelation to you.

We protect the trade by referring all orders and inquiries thereto.

CHAS. M. HIGGINS & CO., Originators and Manufacturers Refined Inks and Adhesives

Main Office and Factory, Brooklyn, N. Y., U. S. A. New York-Chicago-London

Your Manufacturing Problems Simplified

¶ We will take your article, develop and improve it, design and make the tools and special machinery for its manufacture. We will produce it for you *in our factory*, or design and make a complete equipment of jigs, fixtures, dies, etc., for its production *in your own factory*.

¶ Our tool department is peopled by 300 expert designers and tool makers.

¶ Consult us regarding your proposition. Our advice will be valuable to you.

The Taft-Peirce Mfg. Company

Main Office and Works: **Woonsocket, Rhode Island**

NEW YORK, 165 Broadway DETROIT, 1311 Majestic Bldg.

LOOSE LEAF

Chicago, Ill.

S. D. Childs & Company of Chicago had last month an attractive display of the National Blank Book Company's loose leaf goods.

Elkhart, Ind.

F. S. Timmins of the Timmins Office Supply Company, Elkhart agents for the Irving-Pitt Manufacturing Company, has been waging an active campaign featuring the I-P line of loose leaf goods. The campaign includes a number of full three-quarter column advertisements in the Elkhart "Truth" and skilfully arranged displays in the windows of the company's store on one of the prominent corners of Elkhart.

New York, N. Y.

Several months ago Office Appliances announced the formation of the Scott-Coppage Co. This company has now been incorporated under the laws of New York as the Scott-Coppage Company, Incorporated, and has a capital stock of $25,000. The incorporators are: Frank L. Scott, Akron, Ohio; L. R. Coppage, New York; and Stephen Yates, Setauket, L. I. L. R. Coppage is the well-known loose leaf man concerning whom items have appeared from time to time in Office Appliances.

* * *

H. C. Sterling, who has just gone into business for himself at 320 Broadway, offers his services as an expert in loose leaf manufacturing and selling. Mr. Sterling has been in charge of the loose leaf department of the Tower Manufacturing & Novelty Company, of New York, and before that spent three years with the McMillan Book Company and five years with the old Twinlock Company.

Philadelphia, Pa.

On Monday evening, January 11, fire and water damaged the Lambertville, N. J., plant of the William Mann Company and stock to the extent of about $8,000. The fire departments of several nearby towns were called upon before the fire had been put out.

* * *

Harry D. Snyder, who was formerly advertising manager for the William Mann Company, Philadelphia loose-leaf manufacturers, is now in business for himself and has offices at 1114 Sansom street, where he will handle a high-grade line of loose-leaf goods and other office stationery.

Savannah, Ga.

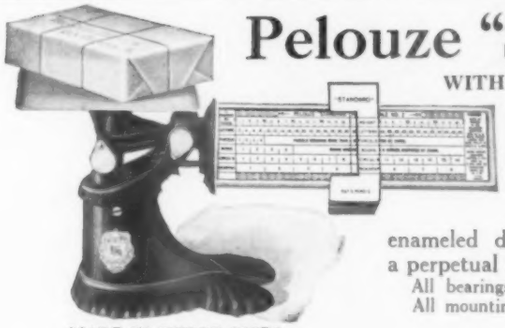
H. F. Wiehrs of the sales staff of the M. S. & D. A. Byck Co. recently sold to one of the large Georgia railroads six ring-binders, each of which measured 58½ inches by 22 inches, the rings being 2½ inches in diameter. The binders were of the Boorum & Pease Rotomatic type.

San Francisco, Cal.

J. L. Upham, Pacific Coast traveler for Boorum & Pease, has been ill at a local sanatorium for some little time.

St. Louis, Mo.

Charles E. Radford, who has been connected with the stationery trade for several years here in Boston, has been placed in charge of the loose-leaf department of Hill, Smith & Co. Mr. Radford was formerly with the Morton-Phillips Company, of Montreal, Canada.



Pelouze "Standard" Postal Scale

WITH ADJUSTABLE BEAM AND INTERCHANGEABLE DIAL

A FINE wire on the sliding poise indicates the cost in cents on all the different classes of mail matter.

The beam can be instantly turned by the hand to any angle, so that the dial can be easily read from any position.

In case the postal law should change at any time, a new enameled dial can be mailed and inserted by anyone. This insures a perpetual scale.

All bearings and pivots are made from tempered steel and are absolutely guaranteed.
All mountings including the platform are beautifully nickel plated.

For Sale by Leading Dealers

MADE IN THREE SIZES
No. 1 "Standard" Capacity 1 pound
No. 2 "Standard" Capacity 2 pounds
No. 4 "Standard" Capacity 4 pounds

Pelouze Manufacturing Co., 232 E. Ohio St., Chicago

MANUFACTURERS OF PELOUZE COMPLETE LINE OF POSTAL AND PARCEL POST SCALES

A Full 100% Expansion

Every screw and every sleeve is full length of post, thus assuring 100 per cent expansion. No others like them.

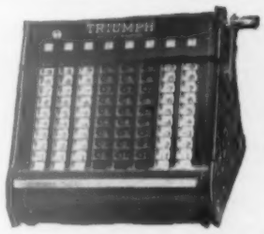
A trial order will prove the superiority of Barrett Posts and Sleeves. Accurately made from our own exclusive designs.

BARRETT POSTS AND SCREWS

are packed together, 100 to a box. Sleeves are packed separately, 100 to a box. Write for prices and discounts to the trade.

BARRETT BINDERY CO.
726 Federal St. - Chicago

Conserve Your Brains



THE TRIUMPH ADDING MACHINE

Price $35.00 and Up
Capacity $999,999.99 and Higher

Will perform calculations in decimals or other systems, in fractions, feet and inches, and English currency. It can be "split" so as to register the number of operations performed as well as registering results. Save your brains for other work. It is mechanically perfect, can be operated with both hands simultaneously, combining speed and accuracy.

Dealers and Agents:

Let us submit to you our liberal proposition on this quick selling machine. It offers big money-making opportunities. Write today.

Triumph Adding Machine Co.
78 Smith Street, Brooklyn, N. Y.

A PERFECT WORKING DEVICE

The McM. Push Button Binder

"It works like an electric switch"

Solid or Sectional Posts—Interchangeable
Any Binding Style—Any Size

Ask your dealer or write to

McMillan Book Co., Syracuse, N.Y.

HEADQUARTERS FOR
RUBBER STAMPS
Stencils, Seals and Metal Checks

CUSHION
HAND
DATING
NUMBERING
SELF-INKING
RECEIVING
RECEIPTING
TIME
RUBBER
METAL
TICKET
DATING
STAMPS

Louis Melind Co
183 W. Madison Street
CHICAGO

Write for illustrated catalogue

MARSH HYGIENIC RUBBER FINGER PADS

Fit the finger perfectly—perforated to allow ventilation. Corrugated to **Grip** the paper. Will not smudge or soil as a moistened finger does. Bank Clerks, Postal Clerks, Cashiers, Paymasters, Reference Clerks, Printers, Press Feeders, Accountants—all use these pads for sanitary reasons as well as for saving of time, accuracy in counting or sorting. This is something greatly needed. Write us.

Davol Rubber Co., Sole Manufacturers
PROVIDENCE, R. I.

The Man on the Outside

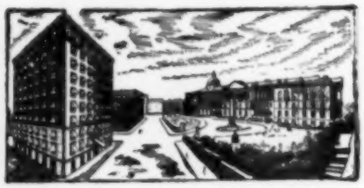
must carry with him in convenient form a quantity of literature, samples photographs, testimonials, blanks, etc.; and he must be able to locate each immediately. It is for your convenience, Mr. Outside Man, that we make the

"Handy Portfolio"

It will amply fill your needs. The pockets of various sizes will help you classify your papers. Rough treatment has no terrors for the Handy Portfolio. It is made of the best cow-hide, saddle stitched with extra strong linen thread. You'll find the Handy Portfolio one of your best investments. *Send for complete catalog.*

THE CLEVELAND LEATHER GOODS CO.
Manufacturers
120 Noble Court, Cor. W. 2d St. CLEVELAND, OHIO

COMMONWEALTH HOTEL
(INCORPORATED)
Opposite State House, BOSTON MASS.



Offers rooms with hot and cold water for $1.00 per day and up which includes free use of public shower baths.

Nothing to Equal This in New England

Rooms with private baths for $1.50 per day and up; suites of two rooms and bath for $4.00 per day and up.

ABSOLUTELY FIRE PROOF

Strictly a Temperance Hotel *Send for Booklet*

STORER F. CRAFTS, General Manager

FURNITURE

Allentown, Pa.

William R. Yeager, president of the Yeager Furniture Company, distributed about $3,000 in gold among his employes at Christmas time. Mr. Yeager made a personal trip through the factory and distributed the gifts in the form of twenty-dollar, ten-dollar and five-dollar gold pieces, according to the position held in each case. The company employs about 450 people.

Grand Rapids, Mich.

John M. Brower, who with the beginning of this year took charge of that department of the Stow & Davis Furniture Company which is devoted to special work in equipping banks and offices, was married on Janaury 4 to Miss Gladys C. Gibson. The couple have returned from their wedding tour to live in Grand Rapids.

Jamestown, N. Y.

There has recently been formed at the factories of the Art Metal Construction Company, a new organization known as "The Art Metal Club." About 400 men and women employees were present at the first meeting which was addressed by Vice-President and General Manager E. St. Elmo Lewis, on the subject of "Fundamental Principles of Business Efficiency."

Kankakee, Ill.

It is stated that the Kankakee Commercial Association has persuaded the Unifile Manufacturing Company to move its plant to Kankakee. The Unifile is a vertical filing system which uses neither drawers nor cards.

Morrisville, N. J.

It is reported that Stockham Brothers, office furniture manufacturers of Morrisville, N. J., are about to begin constructing two reinforced concrete buildings, which will permit of adding further stories as expansion demands. The firm announces a very healthy growth in its school furniture business.

New York, N. Y.

The Brooklyn Chair Company, 425-433 West Twenty-sixth street, New York, N. Y., no longer are the eastern representatives of the Milwaukee Chair Company. The Brooklyn Chair Company has itself engaged in the manufacture of office chairs and can make immediate deliveries. The line includes office chairs, typewriter chairs, costumers, waste-baskets, and umbrella stands.

Philadelphia, Pa.

The Lafferty-Macey Co., 811 Arch street, recently had in its display rooms some attractive sectional bookcase lay-outs. The extensive bookcase sales recently made by the company are attributed in a large measure to the display.

San Francisco, Cal.

Geo. W. Skeels, representing the Globe-Wernicke Company, was a recent visitor to the local trade, and it is understood he will make his headquarters here during the exposition. The H. S. Crocker Company, agent for the Globe-Wernicke line in this city, has made considerable improvement in the display arrangement of that line recently.

MODEL NO. 8

BLICKENSDERFER TYPEWRITERS

VISIBLE WRITING
LIGHT ACTION
INTERCHANGEABLE TYPE
BACK SPACER

Equipped With Decimal Tabulator for Which no Charge Is Made.
SEND FOR CATALOG THIRTY-TWO

The Blickensderfer Mfg. Co.
Stamford, Conn.

You Can Sell This Cabinet

Red Hot Clinchers That Make It a Whirlwind

The only metal typewriter table-cabinet made. Takes 6 sq. ft. less floor space than clumsy wooden desk. Looks better, lasts forever. Sells for practically same price as wood.

The 15 Day Trial Plan is doing wonders for dealers. Any business man will accept the offer. Our records show 99% of them buy. This means lots of new business for you.

Our national advertising campaign helps make sales easy for you. Big and steady profits.

15 Days Free Trial

OPEN
Affords as much space as any typewriter desk. Closed takes only 4 sq. ft. floor space.

CLOSED

UHL ART STEEL TYPEWRITER TABLE-CABINET

Indestructible rigid steel frame. No "catch-all" drawers but ample space for full week's supply of stationery. Built-up wood platforms, silent under operation. Easily moved to follow the light, or from room to room, or out of way. Lever raises casters and makes cabinet rigid. Dust proof, self-locking roll-top.

100% Practical Dealers everywhere are making money selling the "Uhl." Write us at once for our special proposition.

The Toledo Metal Furniture Co.
2553 Dorr St., TOLEDO, OHIO

Also manufacturers of Typewriter Stands and Chairs; Magazine and Catalog Stands; Mercantile Tables; Adding Machine Stands; Factory Stools and complete line of Soda Fountain and Cafe Chairs and Tables. Write for free catalog.

WHEN YOU ORDER

CARTER'S

Typewriter Ribbons
and Carbon Paper

You can rest assured that your customers will be pleased with their quality. Don't take chances with unknown goods. Buy Carter's.

THE CARTER'S INK CO.

Boston New York Montreal Chicago

The Clip That Locks!

Extra Features — Extra Talking Points

The CLIPLOX not only fastens two or more sheets of paper together but actually locks them so they will not come apart until you wish to separate them, which may be done easily and without tearing the paper.

An Exclusive CLIPLOX Feature

A talking point really worth talking about and one that is appreciated by all users.

CLIPLOX—this wonderfully efficient new invention is extremely simple, neat, light, durable and the handiest little paper fastening device on the market. Saves time, expense, trouble and 35% filing space. Papers fastened with the CLIPLOX lie flat— no bumps. There are a hundred daily uses for the CLIPLOX in every office.

Retails at $2.50—Manufactured only by

Max Gessler, Inc., Milwaukee, Wis.

ANOTHER NEW TRUSSELL LINE

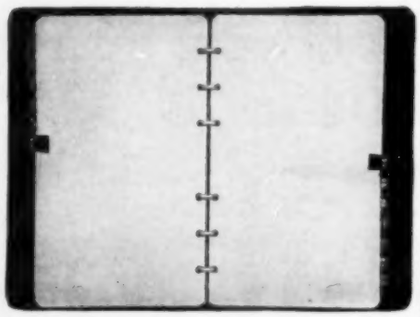
The

Memo

Prettiest and most durable metals made. Rings and plates of one solid piece of metal. Rings so spaced as to take sheets of other manufacturers.

These books are the most compact and have the greatest capacity for their size of any memo made.

See new Catalog No. 6



Trussell Mfg. Co.

Branch:
106-108 Fulton St., New York

10 N. Cherry St.
Poughkeepsie, N. Y.

RIBBONS AND CARBONS

Chicago, Ill.

Carter & Allen, 205 West Monroe street, Chicago, the western branch of Mittag & Volger, Inc., Park Ridge, N. J., have inaugurated a unique service for users of Multigraph machines. The service department of Carter & Allen is in direct charge of R. J. Allen, who has been on the Chicago sales force of the American Multigraph Sales Company for several years, and H. Thal, who has spent five years in the mechanical department of the American Multigraph Sales Company. The Carter & Allen service department is prepared to help users of Multigraphs and Carter & Allen supplies to get the highest efficiency from their machines. This includes overhauling the machines and keeping them in repair. The firm has sent out a form letter describing fully this service and the price inducements offered in Carter & Allen ribbons. To each form letter sent out is attached a government post-card which one need only sign and mail to have a representative call and explain the proposition in full.

New York,

There has been made public at New York, for the benefit of carbon paper manufacturers who use imported paper in their product, the following letter written to the collector of customs at the port of New York by the assistant secretary of the treasury at Washington.

"The second paragraph of the department's regulations of July 12, 1912, amending order of November 2, 1899, providing for the allowance of drawback on carbon paper manufactured with the use of imported paper, is hereby amended to read as follows: 'The allowance for waste shall not exceed the actual wastage, as shown by the sworn abstract from the manufacturers' record. Where such abstract is not filed no allowance for waste shall be made.'

"You will please notify all claimants for drawback on this class of material that the fixed rate of allowance for waste for the manufacture of carbon papers where abstracts are not filed has been abolished, and that hereafter an abstract from the manufacturers' record must be filed in every instance where an allowance for waste is claimed."

* * *

The house of S. S. Stafford, Inc., who manufacture an extensive line of ribbons and carbon papers, in addition to their well known inks and adhesives, are now fully established in a newer, larger and better equipped ribbon and carbon paper plant at 129-135 Charlton street. Inks and adhesives are manufactured at the Washington street factory. The new plant is ideally equipped and arranged to turn out high grade products.

San Francisco, Cal.

J. A. Macaulay, representative of Carter's Ink Company, came in on the steamer Korea from the Orient the latter part of January.

Spokane, Wash.

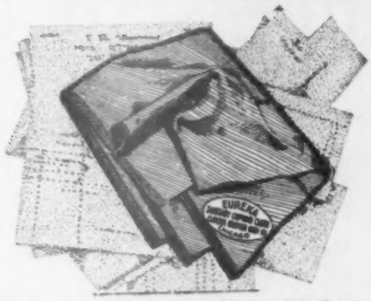
H. W. Johnson, who travels in the Northwest with the ribbon and carbon lines of Carter's Ink Company, was married in Spokane, Wash., recently.

THE EUREKA BLOTTER BATH and THE EUREKA SANITARY COPYING CLOTH

constitute a perfect sanitary system of letter press copies. The impregnated stone composition bath affords an absolutely even distribution of moisture to the cloth, at the same time precluding bad odor, mustiness or mildew. The wire net in the composition makes the bath practically unbreakable. They are furnished in all sizes from correspondence to waybill.

The patent chemical surface cloth which we furnish with non-raveling edge, insures clean cut copies.

There are more Eureka baths in use than all others combined.
Sold Exclusively Through Dealers
Write for the Eureka Booklet



THE EUREKA BLOTTER BATH COMPANY, 6215-17-19 Wentworth Ave., CHICAGO, ILL., U. S. A.

Why not keep R. R. Signals in a House?

The engineer would only waste a few minutes—only about as long as it takes you to find a card in an old-fashioned card-index file. The

RAND VISIBLE Card Index

is based on the simple theory that if a card or any record is to be looked at, it should be where the eye can see it. A simple and inexpensive equipment keeps any number of names or cards—a million if you like—always in sight.

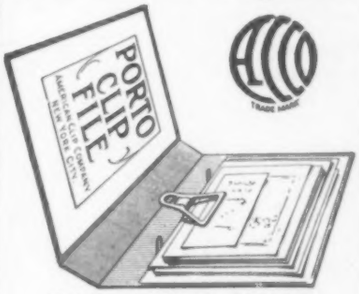
Trade Mark

It saves a lot of time and money. May we show you how? Write for our agency proposition.

The RAND Company
Wholesale Dept., North Tonawanda, N. Y.
TEAR THIS OUT

Indispensable Office Necessities

The Porto Clip File

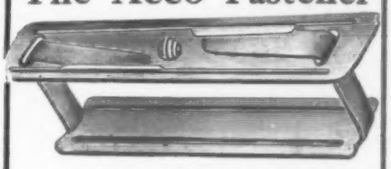


Made in Letter Size, 11¾x10¼ inches Covered in Cloth.

Simple, Practical, Substantial, Convenient, Inexpensive, Elegant.

RETAIL PRICE 50 CENTS

The Acco Fastener



A perfect filing device, will hold any amount or kind of papers, fits perfectly flat and takes up no room in the files.

MADE BY
AMERICAN CLIP COMPANY
NEW YORK, U. S. A.

GREATER PROFITS FOR THE DEALER

You can now supply your rebuilt typewriter customers at lower prices and yet make greater profits. We are making a special offer on

REFINISHED UNDERWOODS

Many dealers are ordering them in preference to rebuilt machines, because the refinished typewriters are more profitable. They look like new and require only slight adjustments to make them as good as rebuilt machines.

Refinished Typewriters are selected used machines which are in such good condition that they do not require rebuilding. The frame is given a brand new finish by our improved process, which includes re-striping and new transfers. Each machine is equipped with new platen, new ribbon, new front scale, new thumb knobs, new key-board and new key-rings. All important bright parts are re-nickeled.

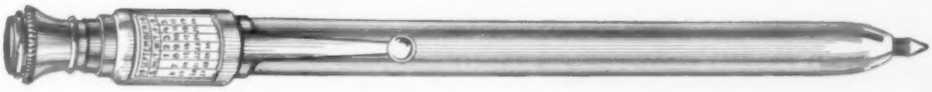
We guarantee these machines to be complete as to parts. Money refunded if they are not all we claim for them.

We'll pay the freight anywhere on orders for five or more of these machines to be shipped at one time.

Write today for our stock list 16-G.

TYPEWRITER EMPORIUM
34-36 West Lake Street
CHICAGO, ILL.
(Established 1892)
Largest Independent Dealers in the World

Sterling Silver Clutch Pencil Combined with Calendar Clip



Full Size

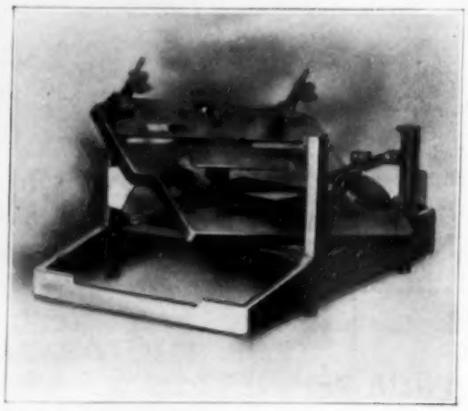
The Most Dignifying and Characteristic Pencil on the Market

It appeals to the personal interest of the highest class of people and brings you more profit than any other make. Others handsomely nickel plated, guaranteed clutch pencils with calendar clip attached, packed in individual boxes, retail sellers at 25c and 35c each. All very quick sellers, beyond all expectations. Calendar clips sold separately to fit any pen or pencil, containing complete interchangeable calendar for full twelve months, no matter in which month you buy.

Write us today for trade discount and terms. Our quality, service and prices will surely interest you.

H. MARUI & CO., WHOLESALE DISTRIBUTORS, 54-56 Stone St., New York

DOWN TO THIS



The rebuilt typewriter is too firmly established on the market to make its defense necessary here. The office equipment dealer and commercial stationer know that rebuilt typewriters are rendering invaluable service in the business world. Many men who are unwilling to invest in a new typewriter welcome a rebuilt machine of one of the standard makes. The only question there can be in the mind of the dealer is whether he is getting actually "rebuilt" machines.

There is a line against which this question cannot stand; for with every

Retyco Rebuilt Typewriter

there comes a guarantee as iron-clad as that given with new machines. The reason is the "Retyco" process in the course of which a machine is dismantled to the bare frame (as shown in the illustration) and is rebuilt in the same manner as it was originally manufactured—new parts being substituted where the old have become even slightly worn.

The whole process is described most interestingly in a profusely illustrated booklet which we'll send you upon request. **If you'd like one of these instructive little books,** write the

REBUILT TYPEWRITER CO.

Display Rooms: 207 South Dearborn Street
Factory: - - - 312-328 North May Street

CHICAGO, ILL.

Send for our January 1 Stock List if you haven't received it.

TYPEWRITERS

Amarillo, Tex.

Thomas Costello, formerly outside repair man for the Underwood office at Dallas, has been given the Amarillo territory, where he is making a fine record.

Canton, China.

Consul General Fleming D. Cheshire reports that his office is constantly receiving inquiries with regard to American typewriters, most of the leading makes of which are represented in Canton by German or British firms. Mr. Cheshire is of the opinion that American representatives could accomplish much.

Chicago, Ill.

The Wahl department of the Remington office has just been placed in charge of T. J. Laden, who came to Chicago from the home office of the Remington Typewriter Company. Mr. Laden has done some unusual work in educating the selling forces of the Philadelphia and Boston offices in the demonstration and sale of the Wahl adding and subtracting attachment. It is said to be the intention to retain Mr. Laden permanently in Chicago, where he is recruiting a force of special Wahl men and will put up a vigorous campaign.

* * *

The Remington office in Chicago, under the direction of Manager A. C. Barlow, reports marked evidence of increased business. Several of the big public service corporations, which have bought no office machinery since the European war began, are again in the market. Two or three of these have already purchased considerable equipment of Remington machines.

* * *

Several new men have recently been added to the force under the supervision of the Royal Typewriter Company's Chicago office. Among these men are A. L. Moser, Indiana; Robert H. Hunter, Royal billing department, Chicago; J. M. Jones, formerly with a well known company in Kansas City, now Royal special representative in Chicago; Arnold W. Morf, formerly of South Bend, now in Chicago; A. J. Racklin, re-entered Royal service in Chicago; J. F. Donahue, formerly at Des Moines, now Royal representative at South Bend.

Cincinnati, Ohio.

C. L. Allen, a typewriter salesman of long experience with two of the older typewriter companies, has joined the staff of the Victor Typewriter Company and has taken charge of its Cincinnati office. Mr. Allen, it is reported, has sold typewriters in thirty states of the union, and much is expected of the Cincinnati office under his leadership.

Fond du Lac, Wis.

The Rex Typewriter Company of Fond du Lac, Wis., has been incorporated with a capital stock of $800,000 to manufacture and sell typewriters, typewriter parts, and accessories. Ernest J. Andrews, C. Paul Parker and William G. Heilman are the incorporators.

Havana, Cuba.

R. P. Galvez has taken the Havana agency for the Rex Typewriter Company, Fond du Lac, Wis.

YOUR OWN BRAND

ADVERTISE YOURSELF

Your trade uses typewriter ribbons and carbon paper. You want to sell *good* ribbons and carbons. This combination can be worked out to result in more business and greater profits for you if you sell ribbons and carbons under your own name and brand. Then your customers will come back because they know where to go.

Send for samples of our typewriter ribbons and carbon paper. Try them out thoroughly. Put them to the most difficult tests. You'll decide they are the kind you'd be glad to have associated with your name.

Write today for samples.

U.S. Typewriter Ribbon Mfg. Co.,
Sansom & 8th Sts.,
Philadelphia, Pa.
CABLE ADDRESS—MUSTR

We Want a Dealer in Your Section

This Is What We Offer You:—

Having increased our discounts and inaugurated a new selling proposition for dealers, we are extending the distribution of Vul-Cot Guaranteed Waste Baskets to every section of the country. We want to send you the complete details of this new dealer offer that prompted more than 49 new dealers to add Vul-Cots to their stock within less than a week.

Here is as much as we can tell you in this limited space.

1st. You sell Vul-Cot Guaranteed Waste Baskets under our positive guarantee that we will replace them if they "prove defective or fail" throughout 10 years of service for one grade, or 5 years for another. A powerful selling argument for every Vul-Cot dealer.

GUARANTEED *VUL-COT Waste Baskets*

2nd. Vul-Cots possess many other advantages: They retail from only 90c and $1.00 (the popular sizes) up; they are fine in appearance, sanitary-made with solid sides and bottom, are fire resisting, will not crack, chip, rust or dent.

3rd. Our new dealer discounts are extremely liberal.

4th. We supply dealers with valuable sales helps including free circulars (in colors) imprinted with their own name and address.

5th. A consumer advertising campaign is already running and all business it creates will be placed through the dealer.

These facts now make Vul-Cots absolutely one of the best dealer propositions. Get complete catalog in colors, full information, discounts, etc., by sending the attached coupon, or writing at once on your business stationery. No obligation of course.

American Vulcanized Fibre Co.
520-25 Equitable Bldg., Wilmington, Del.

Information Coupon

American Vulcanized Fibre Co.
520-25 Equitable Bldg., Wilmington, Del.

Gentlemen:—Without obligating me in any way, you may send me your new discounts and whatever other information I need about your dealer proposition on Vul-Cot Guaranteed Waste Baskets.

Name (Firm) .....

Address .....

Street ..... *City* ..... *State* ...

The "SATELLITE" Typewriter Stand

DEALERS

There Are Big Profits in This Business for You

As an illustration, The Larkin Company, of Buffalo, placed their initial order for only two "Satellite" stands. A few months later they placed orders for nine. In another month or two they ordered 100. They are now using 440 "Satellite" stands.

THE REASON

The "SATELLITE" Adjustable Stand increases the efficiency of the typewriter and operator 100 per cent.

A typewriter on a "Satellite" stand can be placed in position best suited to the operator. The stands can be easily moved at will to get the best results from lighting and other conditions. When the machine is not in use it can be pushed aside, thus allowing use of all parts of the desk for other purposes.

The "Satellite" Adjustable Stands are made of metal and are practically indestructible.

We make strong claims for the "Satellite" but we can prove them. We know what it will do. The stands have been demonstrated in thousands of offices and have made good every claim. Many of the largest concerns in the country have placed trial orders for "Satellite" stands and followed them with repeat orders for larger quantities, just as the Larkin Company did.

Any dealer who will take hold of this line and push it intelligently and vigorously will find this one of the best sellers and profit makers he has ever handled.

WRITE FOR OUR PROPOSITION.

Adjustable Table Co.
Mt. Vernon Ave. & G. R. & I. R. R.
Grand Rapids, Mich., U. S. A.

Manufacturers of Fine Machinery—

Typewriters, adding machines and fine mechanism for all purposes requiring accurate construction and good finish. Also SPECIALTIES of the better class.

Designers and Assistants to Inventors Large Facilities

THE COLUMBIA TYPEWRITER MFG. CO.
116th Street, Lenox and Fifth Aves.
New York City

Insure Perfect Service

PINS

BANK PINS
CUSHION PINS
PYRAMID PINS

Your pin orders will receive careful and prompt attention. Satisfaction will be guaranteed if you send them to

CRESCENT BRASS & PIN CO.
DETROIT, MICHIGAN

Indianapolis, Ind.

J. W. Campbell, for several years a member of the selling force of another leading typewriter company, has been made manager of the Indianapolis office of the Royal Typewriter Company.

Los Angeles, Cal.

The American Typewriter Association has been incorporated in Los Angeles, Cal., with a capital stock of $50,000, by H. E. Baker, E. E. Thornton and L. A. Hitchcock.

New York, N. Y.

A. E. Donovan has been added to the New York city force of the Victor Typewriter Company, and is a salesman in charge of a downtown district.

* * *

George Ed. Smith, president of the Royal Typewriter Company, has been made a member of the committee on legislation of the American Manufacturers' Export Association. In this body he is associated with President Johnson of the Baldwin Locomotive Works and other men of national prominence.

* * *

W. G. Henry, of the New York Victor office, has been promoted from the position of junior salesman to senior salesman.

Portland, Maine.

Richard Sleeman, well known in office equipment circles, has joined the organization of the Victor Typewriter Company to become manager of the company's Portland, Maine, office. For six years Mr. Sleeman represented one of the large typewriter companies in London, and has traveled extensively in England for other typewriter companies.

San Francisco, Cal.

Two new salesmen have been added to the city force of the Royal Typewriter Company in the persons of A. T. Macmillan and Julian R. Elkins.

* * *

Paul R. Mahony, who has been assistant of the foreign department of the Remington Typewriter Company for some time, arrived in this city recently to assume charge of the company's exhibit at the Panama-Pacific exposition. This company is inclined to treat the exposition as an international affair, and Mr. Mahony is especially fitted for such an undertaking, as he has made a comprehensive study of conditions in his extensive travels.

Syracuse, N. Y.

There has been during the past month a decided improvement in the typewriter situation here in Syracuse. One of the typewriter factory organizations is working full time with its entire force and two others are working full time with a force almost as large as employed before the European war broke out. The improvement in conditions is expected to be such as to warrant soon putting back to work as many employes as formerly.

* * *

During the week of January 17 William Allan Dyer, formerly vice-president of the Smith Premier Typewriter Company, and Mrs. Dyer were the guests of Clarence Seamans of the Remington Typewriter Company and Mrs. Seamans at their home in Brooklyn, N. Y.

* * *

With half of the season over in the L. C. Smith & Bros. Bowling League, four teams are tied for first place, each of the four having won twenty games and lost thirteen. There are eight clubs striving for the pennant. The highest score made by an individual is that of John Hecker, whose average number of pins for thirty games is 179.

YOU WILL KNOW

Absolute Chair Satisfaction When You Know Our Line

We manufacture a complete line of office chairs backed by over half a century of practical experience and give the utmost in both quality and style.

All That You Can Ask of a Chair

The cut shows one of our ideal office chairs made of highest grade selected quartered oak and finished either Golden Oak, Office Oak, Weathered Oak or Early English. Seats put together with Lindermann's wedged, dovetailed joint, insuring durability, and equipped with Gilson Mfg. Co.'s chair irons. Standing arm chair to match.

Get our catalogue and price list.

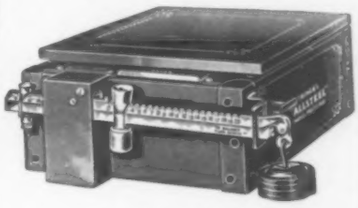
NICHOLS & STONE CO., Gardner, Mass.

Established 1857.

The Reward of Merit

THE U. S. GOVERNMENT

has selected the TRINER "ALLSTEEL" 100-lbs. Beam Platform Parcel Post or Shipping Room Scales for the equipment of the parcel post service.



43,300

TRINER "ALLSTEEL" SCALES

have been installed in the different post offices throughout the country. It means that unprejudiced and competent judges made a selection that should be a guide to anyone who uses parcel post or shipping room scales and who wants the best. The "ALLSTEEL" is constructed with the beam below the platform which permits the accurate weighing of any shape or size of package—whether a letter or an automobile wheel. The rate computing chart is so arranged that it can be changed by any one.

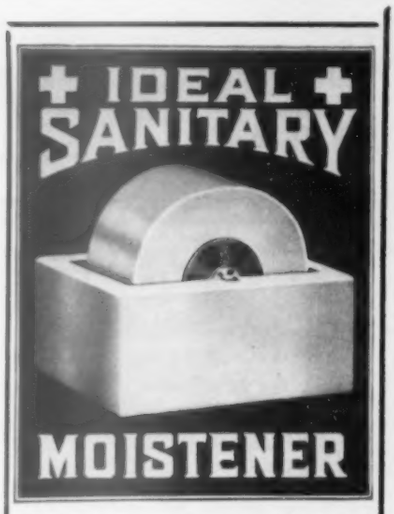
ORDER THROUGH YOUR JOBBER

Price $20.00 Each

Write us for descriptive matter

Triner Scale & Mfg. Co.

2714 W. 21st Street Chicago, Ill.



The Sanitary Way to Moisten Fingers, Flaps, Stamps, Labels

Made of glazed white porcelain, metal parts brass, polished nickel plate. The IDEAL moistener is thoroughly durable and efficient. It simply **cannot** wear out.

There is no rubber in this moistener to harden — sponges to become slimy with filth — no wicks, felt nor gauze which are thoroughly **insanitary** and must be frequently replaced.

The IDEAL sanitary moistener is a staple article and you can make money selling it.

Manufactured by

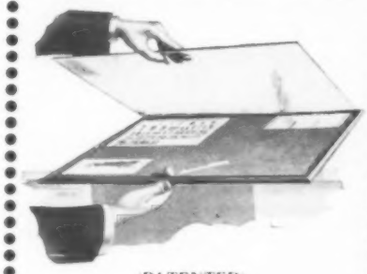
The IDEAL MOISTENER COMPANY

Findlay, Ohio

Advertising matter furnished in Spanish if desired.

THE ROSCO

Glass Desk Pad



(PATENTED)

As necessary as a desk. A glass plate that can be lifted as easily as your hat. An ornament and a utility combined. Sanitary and economical.

The **ROSCO GLASS DESK PAD** consists of a glass plate fitted into a flanged frame. A hole in the bottom of the pad permits the insertion of a finger to lift glass, and there is **NO SUCTION or DISTURBANCE of Papers when glass is lifted or lowered.** The flanges protect edges of glass from contact and are bound in the heaviest and finest quality of leatherette, in finishes that beautifully match light oak, golden oak, weathered oak and mahogany desks.

Its originality attracts attention everywhere.

Desk Dealers and Stationers will find this a profit maker.

Write for complete descriptive matter and prices now.

Ravenswood Office Specialties Co.

West Ravenswood & Newport Ave., Chicago

Mercury Brand Typewriter Ribbons and Carbon Papers ARE of the highest quality.

OUR chemist buys the materials, and inspects the finished product.

ASSURING—a uniform grade that only the best of materials, modern machinery, and a thorough knowledge of both can produce.

WE DEPEND—upon the satisfaction obtained by our many users, for more business. ***—WE GET IT!***

SPECIAL DISCOUNTS! to dealers and jobbers.

The Mercury

MANUFACTURING CO.

Rochester, N. Y.

The Best Business Card

for your use and for any man's use who desires the distinction of attention to little things is the Peerless Patent Book Form Card. It will get close and careful scrutiny, and that means an audience with most favorable attitude of mind from your prospect.

Peerless Patent Book Form Cards

not only save fifty per cent of your cards, but they are always together and get-at-able when you want to hand one out. They are always clean, perfectly flat and every edge is smooth and perfect.

Send for a sample and detach the cards one by one and see for yourself. Send today.

The John B. Wiggins Co.

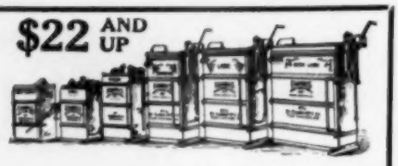
Sole Manufacturers

Engravers Die Embossers Plate Printers

51-53 East Adams Street CHICAGO

Famous Line Paper Balers

$22 AND UP



Write for Circular.

FAMOUS MFG. CO., East Chicago, Indiana

EASY FASTENER

Samples and prices free upon request.

SIMPLE and EFFECTIVE

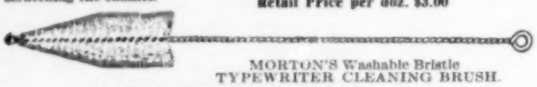
for fastening letters, orders, invoices, deposit slips and other papers. It is easy to use and holds papers firmly without possibility of slipping. Used constantly by concerns who capitalize the importance of simplicity and system.

EASY FASTENER CO., Empire Life Bldg., Atlanta, Ga.

This Typewriter Brush Sells Rapidly Because

it is made right and the price is right. The bristles are non-breakable. The tapering end permits the brush to be inserted in the smallest openings without scratching the enamel.

Retail Price per doz. $3.00



MORTON'S Washable Bristle TYPEWRITER CLEANING BRUSH.

Send 20c for sample postpaid and ask for dealer's terms.

MORTON MANUFACTURING CO., Louisville, Kentucky

Attention of Multigraph Owners

Let us send you subject to 5 days' trial, our **patented** attachments for multigraph machine. We can save you 5 hours each day of your operator's time.

O. K. Multigraphing Co.

Lincoln Building, Philadelphia, Pa.

Either Agency or Price Protection Proposition

KEYSTONE CARBONS
AMITY RIBBONS

For All Purposes

Keystone Carbon Paper Manufacturing Co.

R. A. BECK, General Sales Agent, 727 South Dearborn Street, CHICAGO
New York, New Orleans, Los Angeles.

In and Out Boards

Show at once who is **IN** and who is **OUT.**

Most convenient record; once used you wonder how you did without it.

Made of oak, for 12, 18, 24 or 36 names.

Send for Circular "O" with discounts to stationers.

Made only by

Walter F. Barnes Co., 372 Broadway, New York

WEDDING Engraved Wedding Invitations and Announcements, Social and Business Cards, Steel Die Business and Social Stationery. High grade stock and work. Buy direct from makers. Samples and prices gladly furnished. State kind of samples desired. **The American Embossing Co., Buffalo, N.Y.**

"OFFICE APPLIANCES"

The Magazine of Office Equipment. Rates for subscription $1.50 a year domestic, $1.75 Canada, $2.00 foreign. Sample copy on request.

OFFICE APPLIANCES, 417 So. Dearborn St., Chicago

CATALOGUES

Office Appliances is just in receipt of a handsome and useful catalogue of loose leaf devices from the Chicago Binder & File Company. This book bears on its front cover a picture of Joseph A. Mudd, head of the Chicago Binder & File Company. Below that is a picture of the Royal ledger, manufactured by his company.

This new loose leaf catalogue contains forty-eight pages and is handsomely illustrated. It includes complete descriptions of C. B. & F. Co. loose leaf devices, ledger sheet forms and systems, all marketed under the trade mark of "The Perfect Line." This catalogue marks the beginning of the fourteenth year of the Chicago Binder & File Company.

The catalogue lists and describes all of the principal lines of the company, including the Royal ledger, Opalla document ledger, Commercial ledger, Boston bank ledger, Perfect self-indexing ledger, Perfect duplicate statement system, style M. binder, style N. P. binder, style N. binder, Capitol binder, National binder, Push-Button binder, Columbia binder, Panama binder, Perfect check binder, etc.

The trade will no doubt be interested in the company's line of triple-ring memo books, which are said to be a new departure in memo book construction, metal back and rings being of one piece.

* * *

For some years systematizers have made large installations of card ledger systems. The list of users of such systems is constantly increasing, and the value of handling ledger accounts on a handy card has proved itself repeatedly. As an aid to those who have not yet got around to this card ledger system, the Yawman & Erbe Manufacturing Company of Rochester, N. Y., have published a thirty-two page booklet illustrating and describing installations selected from different parts of the United States, giving also illustrations and descriptions of various ledger forms for card systems and different methods of indexing, all of which have proved successful wherever used.

* * *

The Globe-Wernicke Company has issued recently a most attractive four-page folder on heavy stock with a post card reply perforated in one corner. This folder gives illustrations in the natural colors of a large number of Globe-Wernicke steel and wood filing cabinets, tops, bases, etc. Globe safes in five sizes are also listed and illustrated. An interesting picture is shown of a Globe-Wernicke steel filing cabinet which preserved its contents in a recent fire on the upper floors of the Union Trust building at Cincinnati. A view of the scene after the fire is shown in connection with this cabinet.

* * *

"Better Duplicating at Less Cost" is the title of a booklet just issued by the A. B. Dick Company, Chicago. This booklet illustrates and describes all of the different models of the mimeograph machine. It also tells some interesting facts about the construction of the machine and about the new Dermatype stencil process. Mimeograph accessories are listed and complete information is given to mimeograph users concerning the machines and supplies they will need for various purposes.

EVERSHARP
The King of Pencils

EVERSHARP
The King of Pencils

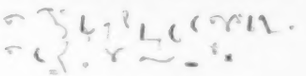
EVERSHARP
The King of Pencils

in the hands of an office-man, a salesman, and a stenographer, wrote this advertisement to suggest to you just a few of Ever Sharp's numerous advantages!

The Salesman:

If the point of my Ever Sharp breaks while I am writing an order, I need not interrupt my customer — a twist of the barrel — and Ever Sharp is ready to write.

The Stenographer:



Transcript:
My employer doesn't have to stop dictating even though my pencil-point does break. My Ever Sharp is a pencil of many good points.

The Office-Man:

I never lose valuable time sharpening pencils because my Ever Sharp is "ever sharp." You ought to have one, too

KEERAN & COMPANY, Inc.
Dept. B Bloomington, Illinois

No. 3 Combination Typewriter Stand

Ideal Tubular Stands

are now used by practically all leading manufacturers of office machinery of every kind for which a stand is necessary.

If you are interested in a stand that will increase the value of your product, send us your specifications and we shall be pleased to submit sample with quotations at our risk.

The cuts herewith show but two of a great variety of styles.

Cut at left shows model No. 3 combination portable and rigid typewriter stand. Same model with all its advantages will be furnished for any other office machinery.

Mount your machine on our stand, roll it to your work, throw the crank to other side, and you have a rigid stand.

Write for circular with prices and discounts.

Burroughs Adding Machine On Our Stand

Fowler-Manson-Sherman Cycle Mfg. Co.
1447-1455 Austin Ave., Chicago

"SILK GAUZE"

The Dealer with a good Factory Line is going to get Better support, Better co-operation and the VERY BEST of everything that the Manufacturer can produce.

It is natural that the Manufacturer desires to get his own trade mark known and acknowledged as a leader, therefore he expects to and will go to greater lengths to see that his MARKED goods are placed before the ultimate user in the most attractive and satisfying manner.

The channel through which this most desired class of business passes will in consequence be kept lubricated to the greatest possible extent.

Live dealers handling **our** branded goods will receive the same help and interest as a salaried salesman. We always can and are always glad to help our selling organization obtain business.

We insert our reputation with every package of

"SILK GAUZE"

Carbon Paper and Typewriter Ribbons

Columbia Ribbon & Carbon Mfg. Co., 69-71 Wooster St., New York, U. S. A.

Also 212-213 Upper Thames Street, LONDON, E. C., ENGLAND

WATCH YOUR MAIL

Five new designs of

"Quality" Cuspidors

"The best known Cuspidor—the best Cuspidor known."

Descriptive matter has been mailed—if you don't get yours drop us a postal.

Made in Detroit, U. S. A., by

The Ireland & Matthews Mfg. Co.

YOUR INVESTMENT

in the stock which you carry should be judged by the same standards and surrounded by the same safeguards as any other investment. Especially is this true of your supply business which involves return orders and is among the most dependable of your assets. Because we recognize this we are manufacturing

World and Tuxedo

Brands of

Ribbons and Carbon Papers

for dealers who, like you, refuse to take any chances with their customers, and who understand that it pays to consider quality. Satisfactory results are what the customer in ribbons and carbons demands, and failing of these his business goes over to a competitor. It pays to invest in the best.

We'll send samples and terms to prove it if you'll write us on your letterhead.

International Carbon Paper Co.

206 Broadway **17 Quincy St.**
New York, N.Y. **Chicago, Ill.**

HOUSE ORGANS

The quarterly number of Remington Notes, Vol. 3, No. 9, is so eminently worth reading for its literary qualities that it deserves special mention. The leading article was written by Dr. Cyrus Townsend Brady, that eminent writer of "Sea Tales." Dr. Brady calls his article "The Confessions of a Dictator." The article relates some of Mr. Brady's difficulties and successes in securing an ideal secretary, and there are running through the article clever and amusing confessions of his own peculiarities as a dictator.

Another article is one on the 'Super-Remington," wherein Miss Remington describes the adding and subtracting typewriter and the field that it opens for the typist. Another interesting feature of the present number of Remington Notes is the reproduction of a letter to the Remington Company from a man who wrote from Antwerp, and whose letter was received by the Remington office in New York on October 9, the day that Antwerp fell.

* * *

The January number of the Efficiency Bulletin, issued by the sales department of the Kalamazoo Loose Leaf Binder Company, contains much interesting matter. The leading article is a comprehensive review of business prospects during 1915, written in an optimistic vein. On the front cover page is a telegram by George P. Wigginton to A. W. Shaw, publisher of "System," stating that business luring the last five or six weeks has shown a marked improvement.

* * *

"The Stencil" is the name of a little publication just issued by the A. B. Dick Company. We have on our desk No. 1 of Vol. 1 of this little booklet, which is vest-pocket size and cleverly edited. We understand that the editor is Glen Buck, the well known advertising expert and writer. The Stencil is full of meat and ginger and should be read by mimeograph agents everywhere.

* * *

A special fire edition of the Edison Works Monthly shows numerous interesting pictures of the Edison fire, and describes the destruction wrought in the plant and the efforts which are now under way to restore the plant to its original condition. Some interesting sidelights on the fire are given, including several of Mr. Edison's remarks during and since the fire. Some of Mr. Edison's grim humor is shown in the remark, "This is a good test of my concrete building, but I haven't been used to spending so much money on one experiment."

* * *

The Weekly Bulletin of the sales department of G. W. Todd Co. of Rochester is a convention number and records the events of the different Protectograph conventions held recently at the Protectograph branch offices throughout the United States. The number is most interesting and contains, in addition to words of good cheer, numerous photographs of convention groups in the different cities, including Houston, Texas, St. Louis, Los Angeles, Birmingham, Kansas City, Boston, Chicago, New York City, etc.

Mailing Costs Reduced!

Beginning the day you install this simple, efficient machine. Your mailings out on time *always*—at reduced cost — without trouble or delays. 10,000 concerns have cut their mailing costs with this efficient motor-driven machine—have turned their mailing work over to the cheapest help in the office—saved hours of time and real money in salaries. Why not you also?

Acorn-Thexton Envelope Sealer

Used by such concerns as the Addressograph Co., Standard Oil Co., Sherwin-Williams Co., and thousands of others—large and small.

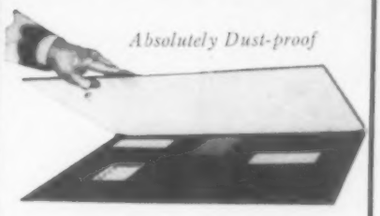
10,000 an Hour—Seals as high as 10,000 letters an hour (165 per minute)—securely and without soiling. No matter how large or small your mailings—gets them out on time—no delays—no worry. A simple motor driven machine—strong and always dependable. Three other models made—$75, $45, $25.

Free 10-Day Trial—Let us give you further information on how the Acorn-Thexton Envelope Sealer will reduce your mailing costs. Write at once for complete details of our 10-day free trial offer.

DEALERS: Send for complete details of our proposition. Dealers everywhere are *making money* selling these machines.

Acorn Brass Mfg. Co.
425 South Clinton St.,
Chicago - Illinois

The Chicago Glass Desk Pad



THE Chicago Glass Desk Pad provides a smooth, hard writing surface, protects the desk, is strictly sanitary and improves the appearance of the office.

The glass which extends to the edge of the pad and leaves neither pockets nor cracks to collect dust, is made of plain and beveled glass, and rests on a leatherette base. The glass can be raised easily without being pushed over top of desk or table.

Price $3.00 to $7.00 Attractive terms to dealers.

CHICAGO MIRROR AND ART GLASS COMPANY
Established 1890
216-220 N. Clinton St., CHICAGO, ILL.

A Good Seller

The CRYSTAL INK ERASER

The "Crystal" is an eraser that leaves nothing more to be desired. The "Crystal" erases quickly and neatly without the slightest injury to the paper. The dust-brush takes care of all erasings and leaves the paper perfectly clean.

DEALERS

can sell this eraser to bookkeepers, stenographers, and all others who use pen and ink and typewriters.

Our proposition to dealers and agents is liberal. Write us today and we will explain it to you.

The CRYSTAL MFG. CO.
Larned Bldg.
SYRACUSE, NEW YORK

A NEW PRINCIPLE

has been employed in the drop-head mechanism of

Hart's Dustproof Typewriter Desks

The platform of a Hart's Desk stays just where you want it and moves easily when the desk is to be opened or closed. This perfect balance is obtained by a simple arrangement which does not require counterweights.

Then, too, Hart's Desks are absolutely dustproof and mouseproof.

Write for detailed information.

HART MANUFACTURING COMPANY
520 N. Main St., FINDLAY, O.

DEALERS in Typewriters = Anywhere =

We give prompt service,

LOW PRICES
Good ═══ Goods

OUR POLICY
of giving all we can for what we get instead of getting all we can for what we give, is our

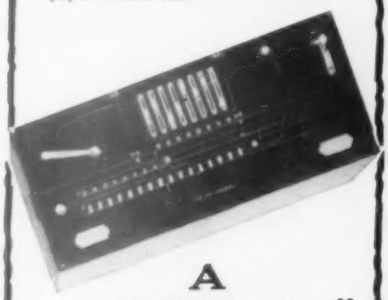
═ SLOGAN ═

YOUR NAME
should be on our mailing list.

Young Typewriter Company
62 West Madison Street
Chicago, Illinois

Avoid Costly Errors

There is no excuse for losing time and money caused by the use of pencil and paper calculations.



A "Millionaire" Calculator

will perform all mathematical calculations necessary in your office without possibility of error. The calculation consumes but a small percentage of time required by ordinary methods. The result is absolutely correct. No time is required for re-checking.

The "MILLIONAIRE" is the only calculating machine that operates with one turn of the crank for each figure in the multiplier or quotient instead of one turn for each unit of each figure.

Demonstration free upon request.

W. A. Morschhauser
1 Madison Ave. NEW YORK

TENACITY
New Ring Binders and Metals

Do you want the best and strongest Ring Binder for your 1915 stock and Special Requirements?

Our New, Electrically welded, Bessemer Steel Ring, Lever opening Ring Binder is designed to meet every requirement for strength, durability and artistic appearance.

By eliminating the Brass ring and substituting Bessemer steel, and by electrically welding the rings to the hinge plates we have made our Ring Binders strong when all other constructions are weak.

We absolutely guarantee that our rings will not break out or become loose no matter how long or how hard they are used. Made according to our own ideas and under our own basic patents; furnished in all capacities from ½" up to and including 2" and for all sheet sizes up to 24" in length.

We cheerfully furnish metal parts only at Correct Prices. If you want the strongest and most durable Ring construction ever produced, write us for sample and prices.

Catalogs, both bound goods and metal parts are now in press and will be ready for distribution about January 15th.

The Tenacity Mfg. Company

Reading, Cincinnati, Ohio

MAKE A LEADER OF

Crown, Globe & Pioneer
Typewriter Ribbons and Carbon Paper

Other typewriter supply dealers are getting substantial profits by cashing in on their dependable quality, reasonable prices and attractive discounts.

The Mark of Value

The Mark of Quality

If your typewriter supplies department has not been getting results, investigate our line. You can do better with Crown. If you are not at present handling supplies, study the possibilities in your locality, and send for our samples and terms.

Make a Leader of Crown, Globe and Pioneer Brands

Crown Ribbon & Carbon Mfg. Co.

Rochester, N. Y.

BRANCH OFFICES: 206 Broadway, New York, N. Y. Century Bldg., St. Louis, Mo.

Direct inquiries to nearest office.

Marshall-Jackson Co. Takes Important New Lines.

It is announced that the Marshall-Jackson Company, the well known commercial stationery house of Chicago, has, beginning February 1, taken on the Wagemaker lines of wood furniture and filing devices and the Art Metal Construction Company's line of steel office equipment, etc. The company will handle both of these famous lines complete and will make a vigorous, persistent and energetic campaign in Chicago and vicinity.

The Marshall-Jackson Company has divided the city into territories or districts and is putting on several additional salesmen to care for the trade in these several divisions.

Paper Men Play for Charity.

By way of a little diversion and to raise a good round sum for charitable distribution to the needy of Pittsfield, Mass., various members of the Eaton, Crane & Pike organization demonstrated that they were truly "gentlemen of parts" by staging a huge minstrel success to the delight of two crowded houses, January 27 and 28.

The warm and enthusiastic response with which these two productions were received gave ample evidence that theirs was more than the ability to make fine stationery.

Black-face comedy, song and dance, played their usual prominent roles in the first part when many peppery hits were scored on various prominent members of the organization.

Following this, part two was a regular theatrical salad made up of a dash of vaudeville; some clever and artistic dancing; a bit of barber shop burlesque of truly Weber & Fields calibre; and the whole topped off with a grand revue of all the well known circus side-show attractions.

The settings were original. There were no hitches in the mechanical parts, and the lines were played up with a snap that gave to the whole a real professional finish.

New Stenotype Employment Manager.

Miss Eva Strohm has succeeded Miss G. U. Hurlbut as manager of the employment department at the Chicago office of the Stenotype Company in the Consumers building, Miss Hurlbut having resigned and returned home for several months' vacation and rest. Her successor, Miss Strohm, is a business woman of experience. She spent three years with Ginn & Co., school book publishers, as college and high school correspondent; for two years she was with Hulburd, Warren & Chandler, stock brokers and commission merchants; for two years with H. W. Miner, railroad supplies, and has also been associated with Kate Jordan Hewett, formerly of the Fiske Teachers' Agency. Miss Strohm is a high-class, intelligent and cultured young woman, and is doing good work in the Stenotype employment department.

Skinner Now With Milwaukee Chair Co.

R. A. Skinner, for seven years with the Derby Desk Company of Boston, has taken the eastern agency for the Milwaukee Chair Company, and will cover the entire territory east of Pittsburgh. His main office is at 374 Broadway, New York. A branch office has been opened at 60 State street, Boston.

Change in National Banker Personnel.

The Merrill Publishing Company, 327 South La Salle street, Chicago, announced that O. M. Pague has disposed of his interest in the "National Banker" to the Merrill Publishing Company.

The Adams & White Company, of Philadelphia, have just taken the agency for the entire line of Art Metal office furniture, filing devices, safes, planfiles, etc.

"K. B." Blanks

Bonds and Stock Certificates

printed on these blanks compel attention, secure orders and insure large profits; for these are steel engraved blanks and are made like a banknote, that is why dealers and investors prefer them; they are not to be confounded with ordinary lithographed blanks. They are printed from steel engraved plates on Crane's bond paper in a large assortment of styles; and each style is carried in stock in six colors. They are the only line of steel engraved blanks on the market. Every stationer and printer should have them.

Samples on request.

Kihn Brothers Bank Note Engravers
99-103 Beekman Street, New York

We'll Draw the CROWD To Your Store

by the Magic Window - Display Device. It attracts crowds wherever it's shown. This mystifying device commands attention because it moves and because there is no apparent motive power. The Magic Display is worth from $100.00 to $500.00 to any progressive dealer. The display is supplied free to our live dealers in the

RUSH-ERASER

The Ideal Ink and Typewriter Eraser

For all users of pen and ink. Erases ink instantaneously. Leaves smooth surface. Always ready. Lasts indefinitely. Works not with rubber, acids, or steel blades but with a flexible diamond brush. Made of aluminum and silver.

A high-grade, rapidly-selling, guaranteed office specialty. Sample sent postpaid for 50c and the name of a dealer.
Retailers and specialty men: Write for particulars.

THE RUSH-ERASER CO.
620 S. A. & K. Building
Syracuse, N. Y.

DROP-A-LINE

AUTOMATIC INDICATOR
TRADE MARK

SAVES EYES, TIME, MONEY

An attachment mechanically fixed to the Keyboard of any Typewriter, Adding Machine or Billing Machine which automatically points out and follows the lines or notes to be copied or transcribed from Note Book, Form Letter, Report Sheets, or other copy.

Dealers and Specialty Salesmen Wanted.

WRITE FOR TERMS

42 Hathaway Building
Milwaukee, Wis., U. S. A.

TURTON'S "SPRING CUSHION" Typewriter Feet

Save Ribbons, Carbons, Repairs, Soften Touch, Increase Speed

—producing these results from **special** SPRINGS each being regulated in **exact accordance with** the **weight and vibration** of the **make** and **model** it is intended to support. This feature of **mechanical accuracy** is exclusive with these "cushions," and it is only through adhering to **strictly mechanical construction** that it is possible to secure **perfect mechanical results;** besides, springs constructed relative to the use intended for them, will practically last forever—hence our **unlimited guarantee.**

They are attached directly and permanently, to the machine.

While they **reduce** the **noise fully 50%**, this is a minor advantage compared with **saving in ribbons** and **carbon paper, reduction of wear on the machine** and chiefly, in our opinion, **producing a "velvety" touch,** which enables the operator to do **more and better work** and **with less fatigue.**

These attachments are not an experiment—sets that have been in use three years are giving perfect service today.

Write for trade discounts and cash refund proposition, and remember we stand back of every set.

THORP & MARTIN TYPEWRITER CO.

Boston, Mass., U. S. A.

Parts Platens Tools Supplies

Makes Your Work Easier

By simply turning this easy ball-bearing wheel, the stand is adjustable to any desired height

Adjustable to any height and after easily and quickly and noiselessly moving the Adding Machine on its perfect rollers to any desired place or position, the Stand is held absolutely rigid by simply TRIPPING THIS LITTLE FOOT LEVER

ADJUSTABLE TABLE CO.
GRAND RAPIDS, MICH.
Also from Adding Machine Agents & Salesmen

THE EMERALITE DESK LAMP

Every Office in your City Should have them

You *can* sell Desk Lamps as readily as you can sell any other office accessory.

Many dealers in your line have tried out the EMERALITE with good success, and found it an easy seller.

Send today for our complete catalog and dealers' proposition.

H. G. McFADDIN & CO.
44 Warren St. New York City

Cook and Comfort

The other day a man came into an office equipment store. The clerks were all busy, and the man while waiting his turn sat down in a chair which stood conveniently by and invited him. Presently a salesman approached and — well, Cook Comfort and Quality sold that chair with several others. That incident is being repeated every day, so it's not hard to understand why the emblem,

represents all that is best in

Spring Back Typewriter Chairs and Office Chairs

Experience has proved that Cook's Quality Chairs satisfy customers. And there is no doubt that the dealers' proposition we offer will thoroughly satisfy you as it has so many other dealers.

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Manufacturers
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Manufacturers of Fine Gold Pens

Gold Pens for Fountain Pens a Specialty.
Repairs on Gold Pens, Fountain Pens, Pencils, etc. promptly attended to.

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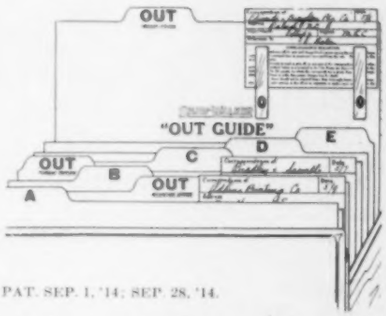

PAT. SEP. 1, '14; SEP. 28, '14.

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"I can't give you that correspondence on the Jones contract now," says the file clerk. "Mr. Brown got it on the twentieth—he's out of town and it can't be located."

It is not enough to know who got those checked-out letters and when. Will they be returned promptly or kept indefinitely? The

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sets an automatic signal against retention of correspondence from the files. It gives the file clerk a clean slate every day. It's a block system that keeps the main line clear and prevents side-tracking and hopeless tracing. "The time it saves means fewer salaries to pay" is what users tell us.

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PATENTS

Paragraphic Review of Recent Inventions in the Office Appliances Field.

1,120,138. Adding Machine. Julius C. Druschke, Houston, Tex.

1,120,170. Ink-Well. Roney P. Tompkins, Mount Vernon, N. Y.

1,120,176. Waste Basket. William W. Worcester, Canton, Ohio.

1,120,249. Paper-Roll Support for Typewriting Machines. Samuel R. Shoup, Hoboken, N. J., assignor to Autographic Register Company, New York, N. Y., a Corporation of New Jersey.

1,120,317. Calculating Machine. Otto Malcher, Chicago, Ill., assignor to Carlin Calculator Co., Chicago, Ill., a corporation of Illinois.

1,120,318. Calculating Machine. Otto Malcher, Chicago, Ill., assignor to Carlin Calculator Co., Chicago, Ill., a corporation of Illinois.

1,120,347. Adding Machine. Ferdinand J. Tillman, St. Louis, Mo.

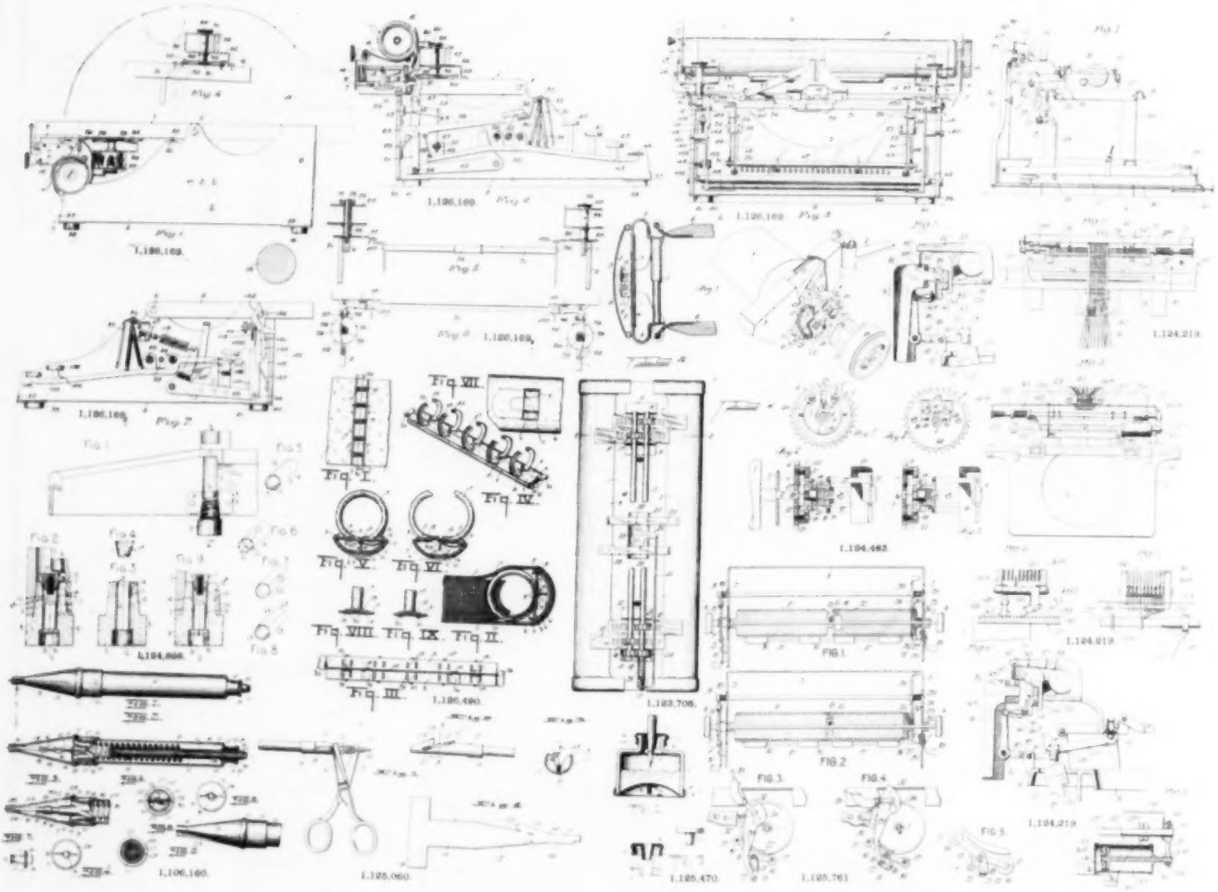
1,120,391. Safety-Loop for Typewriting Machines. Theron L. Knapp, Woodstock, Ill., assignor to The Oliver Typewriter Company, Chicago, Ill., a corporation of Illinois.

1,120,396. Type-Bar Typewriters. Arthur Lopez, New York, N. Y.

1,120,437. Loose-Leaf Holder. Ludwik Bortkewicz, Burgettstown, Pa.

1,120,463. Bank Pass-Book. Marcus P. Exline, Dallas, Texas.

1,120,548. Follower for Filing-Cabinet Drawers. Adolf H. Schaffert, Youngstown, Ohio, assignor to The General Fireproofing Company, Youngstown, Ohio, a corporation of Ohio.



No. 1,126,169. Ribbon mechanism adapted particularly to typewriters of the folding type; patented Jan. 26, 1915, by James A. Whitcomb, McAlester, Okla.

No. 1,124,219. Spacing mechanism for typewriting machines; patented Jan. 5, 1915, by Charles T. Frantz, Chicago, Ill., assignor to Fred P. Gorin, Chicago, Ill.

No. 1,125,761. Platen for typewriting machines; patented Jan. 19, 1915, by Elisha Emmanuel Strong, Paris, France, assignor to Underwood Typewriter Company, New York, N. Y.

No. 1,124,483. Platen release for typewriting machines; patented Jan. 12, 1915, by Carl F. Lundeberg, Hartford, Conn., assignor to Underwood Typewriter Company, New York, N. Y.

No. 1,124,828. Supporting feet for writing machines; patented Jan. 12, 1915, by Oscar Woodward, Montclair, N. J., assignor by mesne assignments to Remington Typewriter Company, Ilion, N. Y.

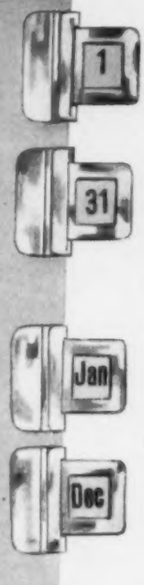
No. 1,123,708. Ledger-binder; patented Jan. 5, 1915, by Alexander Dom, Cincinnati, Ohio, assignor to Samuel C. Tatum Co., Cincinnati, Ohio.

No. 1,126,490. Temporary binder or loose-leaf book; patented Jan. 26, 1915, by Reinhold Krumming, Milwaukee, Wis.

No. 1,125,470. Fountain pen filling and ink packaging device; patented Jan. 19, 1915, by Harold N. Carpenter, Woodford, Vt.

No. 1,106,160. Pencil; patented Aug. 4, 1914, by Hermann Reiche, Millstone, N. J.

No. 1,125,060. Pencil sharpener; patented Jan. 19, 1915, by David Paul Cera, Highland Park, Ill.



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A good stock of the quick selling sizes of "Y and E" Everlasting Index Tabs takes up but very little space at a small investment. Tabs are made of German silver and furnished with or without celluloid windows to protect the labels. Interchangeable labels permit of using the tabs indefinitely.

The five sizes allow for a great many different indexing combinations.

They are as useful for simplifying loose sheet indexing as for card indexing. Labels are furnished for either top or side reading.

The compression device holds the tab securely to either card or paper. *They will not slip off.* Order now and specify whether right or left side or top reading tabs.

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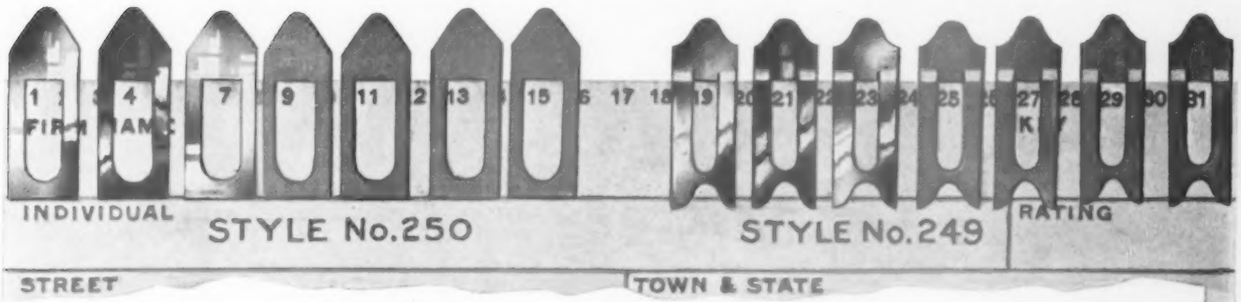
"Leaders of the World" in Filing Devices and Office Systems—Wood and Steel



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Order now.

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This new white sanitary finish matches the up-to-date white enamel kitchen. Enamel easily washed.

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W A N T S

NOTE—"Want" Advertisements are received for this department at 4 cents a word. Minimum charge one dollar, payable in advance. Only legitimate advertisements received, and those relating to trade necessities.

HELP WANTED.

ONE of the largest manufacturers of office equipment in the country wants a designer capable of handling Bank, State, County and Municipal work in bronze, steel, and wood. We want a man who is artistic in his results, and who has an appreciation of the business problems involved in the designing of office equipment. In writing please give statement of past experience; patented features, if any, that you have devised; age, health; amount of salary you expect, and references as to sobriety, dependability, and ability to co-operate with sales and executive organizations. Address C-32, care Office Appliances, Chicago.

THE owner of a commercial stationery and office equipment business with unusually good future prospects feels the need of a live, experienced young man of known ability to assume charge of store and the sales end of the business. Would share control of business with right man which would require an investment of $5,000. An up-to-date business in a middle west city of 70,000. Address M-32, care Office Appliances, Chicago.

SALESMEN WANTED.

WANTED for New York City territory, specialty men of ability to handle device of highest grade, and practically free of competition. Exclusive territory given. For the right men a big future in a strong company. Ideal work for able typewriter salesmen and others with similar experience. Address BR-30, care Office Appliances, Chicago.

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SALESMEN.—For two meritorious office appliances. Desirable line for salesmen calling on offices. Write for exclusive agency offer. Scofield Company, 152 Nassau Street, New York.

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I AM LOOKING for a new connection with a well established concern in the office appliance field. Have had years of successful experience. Will take either inside work or outside. I can furnish competent references. Address P-23, care Office Appliances, Chicago.

SALESMAN.—Twenty years' experience in stationery trade between Maine and Chicago, would like to hear from responsible manufacturing concern. Address S-24, care Office Appliances, Chicago.

WANTED.—Situation with well established office equipment house. Will consider a proposition to purchase an interest. Address W-22, care Office Appliances, Chicago.

SALESMAN—Of fifteen years' experience would like a few good stationery specialties for the East and Middle West. Address O-20, care Office Appliances, Chicago.

WANTED.—To take charge of office furniture department. Have had twelve years' experience. Can furnish best of references Address M-31, care Office Appliances, Chicago.

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WANTED—Office specialties by blank book salesman selling direct to user. Want small useful specialties. Send sample and give best prices. H. S. Blackwood, Helena, Ark.

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WANTED.—We want three or four Writerpress machines. Must be cheap for cash. Address P-22, care Office Appliances, Chicago.

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H. OHASHI & CO., 54 Leonard Street, New York, leading manufacturers, wish to secure good representation everywhere throughout the world for their Typewriter Ribbons, Carbon Paper and Japanese Copying Books, etc. Best and standard in these lines.

SIMPLICITY

Getting Typewriter ready for use — a little pull forward and it swings into position. Note horizontal position of typewriter.

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Typewriter in use — no need to disturb books and papers on writing bed. No obstructing brace to interfere with knee space.

ALL OF THE BEST

Features in the construction of a most serviceable Typewriter Desk are embodied in

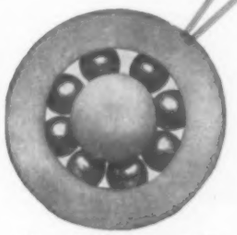
"2 in 1 CLEMCO"

A little study of the illustrations and their comments will give some idea of its great value. It is absolutely the best Typewriter Desk that has ever been produced; it fulfills every requirement of a Clerical Desk; and as a combination Typewriter and Clerical Desk *it reigns supreme.*

The "2 in 1 CLEMCO" is equipped with "Clemco" Ball Bearing, All-Steel Mechanism shown in phantom to the right.

Write for Catalog

Patented Sept. 21, 1909; Aug. 13, 1912; Nov. 24, 1914; others pending.



"Clemco" Ball Bearing Wheel

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Trade-Mark.

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Investigation of the Kalamazoo devices will reveal many other time and money saving features that will put your accounting department on a more efficient basis. For full information address the

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1 Day Less Labor in 3

Oliver Touch Saves Tons of Exertion

A gentle tap on the type keys runs the Oliver Typewriter—a tap that equals only 6½ ounces of weight. On the average standard typewriter you must strike with a force that equals 10 ounces to make the type print.

Thus the Oliver writes with one-third lighter touch—*the lightest touch known*. In a single day it relieves you of effort equal to the labor of moving a 5-ton load. And every 3 days you produce as much work with 1 day's less exertion than on the average machine.

Yet clean, clear text and perfect alignment always—work you will be proud of—work employers pay top salaries for.

The Silent Seven Gives All This

Accept the freedom the Oliver brings you from fatigue. Link your ability to this master achievement—the new Silent Seven Model. Visible reading, visible writing, regular or Printype, interchangeable carriage and the *lightest touch known*.

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The OLIVER 7
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The Standard Visible Writer

The Oliver Typewriter Company

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